FEATURING · THE CLIFT HOTEL AND COMMUNITY APARTMENTS

PACIFIC·COAST ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXIX · APRIL · 1926 · NUMBER FOUR

PRICE 50 CENTS

LIBRARY OF CONGRESS PERIODICAL

For Better Concrete

Away with Makeshifts!

"WATERTITENESS" is desirable in *every* structure. Extraneous admixtures to concrete under field conditions are makeshifts that have cost enormous sums.

OLD MISSION
PLASTIK WATERTITE
PORTLAND CEMENT

makes *Waterproof* Concrete without extra cost.

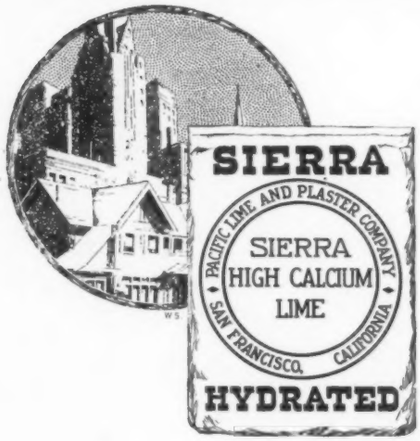
Old Mission PLASTIK WATERTITE represents the goal for which the entire Cement Industry has striven for the past twenty years.

Old Mission Portland Cement Company

Manufacturers of **Old Mission Portland Cement and Old Mission PLASTIK WATERTITE Portland Cement**

Main Office: Standard Oil Building
San Francisco

For Better Concrete



Strengthening the Hand of the Architect

Every architect knows exactly what he wants—he knows how that which he has designed should look.

His greatest source of concern is that he does not always get that which he is entitled to from the contractors.

Sierra Hydrate

Building Lime

has become the standby of many architects. By specifying it they are sure of getting just exactly what they want.

SIERRA HYDRATE is scientifically made and cannot check, scratch or pop. It is the assurance of fine appearance.

Progressive Master Plasterers are glad to cooperate because it is so economical —it eliminates waste and reduces overhead.

Architects' specifications for the use of Sierra Hydrate are furnished on request.

PACIFIC LIME AND PLASTER CO

CHARLES M. CADMAN, President and General Manager
Holbrook Bldg., 58 Sutter St., San Francisco · Telephone Douglas 938

For Sale by Reputable Material Dealers Everywhere.

Photograph Copyrighted by Gabriel Moulin.

The enlarged Clift Hotel, San Francisco. Schultze & Weaver, Architects. P. J. Walker Co., Builders. A. Quandt & Sons, Painters and Decorators. Carter White Lead and Dutch Boy Flatting Oil used throughout.

A typical interior, Clift Hotel. Lothers & Young Photo

The Clift Hotel is painted with CARTER WHITE LEAD

ONLY THE BEST was good enough for this handsome undertaking. Quality was demanded four-fold: by the distinguished owner, Mr. Frederick Clift; by the noted architects, Messrs. Schultze and Weaver; by the general contractors, P. J. Walker Co., and by the painting contractors, A. Quandt & Sons. This demand for quality resulted in the selection for the entire interior wall finishes in a rich, deep stipple of Carter White Lead and Dutch Boy Flatting Oil. The inevitable outcome is another outstanding example of durable and beautiful interior painting.

It should be remembered that paint made of Carter White Lead and Dutch Boy Flatting Oil has such unusual covering power per gallon that a real saving results. It reduces repainting costs because it will stand repeated washings over a period of years without losing its rich, silky finish.

Our department of decoration places a wealth of practical painting experience at your command. Its service includes the preparation of color charts, mixing formulas, paint specifications and color sketches, which show the colors as they will look on the job. There is no charge for this service, and, of course, no obligation.

NATIONAL LEAD COMPANY
OF CALIFORNIA

485 CALIFORNIA STREET SAN FRANCISCO

PACIFIC COAST ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXIX • SAN FRANCISCO AND LOS ANGELES • APRIL • 1926 • NUMBER FOUR

CONTENTS

Communistic Living on Business Lines	*Harris Allen, A. I. A.*	7
Giffoni-Valle-Piana, in the Hills	*William M. Clarke*	31
An Earthquake-Proof Building	*Arthur C. Alvarez*	37
Editorial		43
Monthly Bulletin, American Institute of Architects	*Albert J. Evers*	45
San Francisco Architectural Club Notes	*J. H. Devitt*	47
The Enlarged Clift Hotel, San Francisco	*Charles W. Meighan*	49
Modern Heating, Lighting and Power Problems		55

ILLUSTRATIONS

From The Roof Lounge, Enlarged Clift Hotel, San Francisco, Schultze & Weaver, Architects	*Cover*	Entrance to Main Dining-Room, Clift Hotel	20
The Portals, Community Apartments, San Francisco	7	Fireplace, Mr. Clift's Bungalow, Clift Hotel	20
Entrance, The Portals, San Francisco	8	Interiors, Mr. Clift's Private Bungalow, Clift Hotel	21
The Portals, San Francisco	9	Living Room, Mr. Clift's Bungalow, Clift Hotel	22
Hyde Street Community Apartments, San Francisco	11	Interior, Mr. Clift's Bungalow, Clift Hotel	23
The Gothic Community Apartments, San Francisco	11	Coffee Shop, Clift Hotel	24
Maisonettes Community Apartments, San Francisco	12	Coffee Shop, Clift Hotel	25
Interiors, Cloister Community Apartments, San Francisco	13	Interiors, Enlarged Clift Hotel	27
Roof Lounge, Enlarged Clift Hotel	15	Interiors, Enlarged Clift Hotel	29
Entrance, Roof Lounge, Clift Hotel	16	Cloister of Ruined Monastery	31
A Corner of the Roof Lounge, Clift Hotel	17	Courtyard near Salerno	31
Enlarged Lobby, Clift Hotel	19	Farm Building near Giffoni-Valle-Piana	33
		Entrance Gateway near Salerno	34
		Courtyard near Salerno	35
		Original Sketch in Mexico, Mr. H. A. Schary	41

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

Published by the Western States Publishing Corporation

HARRIS ALLEN, A. I. A., EDITOR — CHARLES W. MEIGHAN, GENERAL MANAGER

NED BRYDONE-JACK, GENERAL MANAGER SOUTHERN CALIFORNIA OFFICE

Address all communications to Business Office, 703 Market Street, San Francisco. Telephone Kearny 7794 Price, mailed flat to any address in United States, Mexico or Cuba, $3.50 a year; single copies, 50c; to Canada, $4.50 a year; foreign countries, $5.50 a year. Entered at the Post Office in San Francisco as second-class matter

EASTERN REPRESENTATIVES: JOHN D. ROSS, 608 OTIS BUILDING, CHICAGO, ILLINOIS
WILLIAM D. WARD, TRIBUNE BUILDING, NEW YORK CITY

LOS ANGELES: 117 WEST NINTH STREET, PHONE TUCKER 1045

Design by William Mooser, Jr.

Over a Mile

of California Steel Windows (Warehouse Type)

used in this installation

WESTERN PIPE & STEEL CO. OF CALIFORNIA

W. W. Breite, *Engineer*

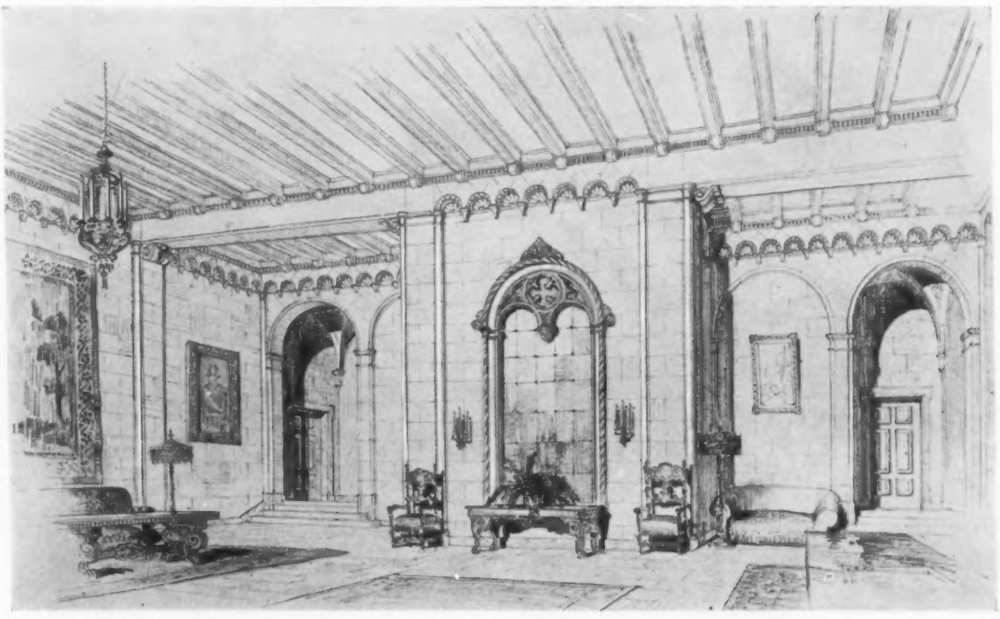
When *durability* is demanded,
California *Copper Steel*
Windows are used.

Michel & Pfeffer
Iron Works
HARRISON AND TENTH STREETS
SAN FRANCISCO, CALIF.

TELEPHONE HEMLOCK 3080

PACIFIC · COAST · ARCHITECT
WITH · WHICH · IS · INCORPORATED · THE · BUILDING · REVIEW

VOLUME XXIX · SAN FRANCISCO AND LOS ANGELES · APRIL, 1926 · NUMBER FOUR



THE PORTALS, MISS G. A. SHAFFER'S COMMUNITY APARTMENTS, SAN FRANCISCO. WEEKS & DAY, ARCHITECTS.

COMMUNISTIC LIVING ON BUSINESS LINES

[BY HARRIS ALLEN, A. I. A.]

THE economic principles of "communism" provide, from a theoretical standpoint, an ideal condition of living. But practical experiments have shown that pure theory is based upon an equality of conditions that has never yet existed.

The keen intelligence of the American business man, however, has grasped the value of combination to increase purchasing power and production while decreasing waste and duplication; he has demonstrated that these principles can be carried out in commerce and industry, and has proceeded to apply them to the housing problem in congested communities. As yet something of a novelty, the development of cooperative home ownership is quite evidently destined to become a large factor in the adjustment of city life to its increasing complications.

The first, and probably the most potent, of the causes behind this "movement" is to be found in the almost prohibitive cost of real estate in the high-class districts of large cities. It is obvious that for ten, twenty families to divide the cost of one desirable building site is economy for the individual and furthers the growth of the city in a way which is undoubtedly of economic advantage to the city.

With the process of construction there comes, of course, a cost saving which varies according to the size and the degree of standardization, but which in any case is bound to be considerable in comparison with the amount required to erect individual buildings of equal quality.

When it comes to maintenance, as much of the operating expense is due to service shared in common, such as elevator and janitor service, lighting and heating, insurance and taxes, the proportionate cost to each family is much less than would be the case with a separate home. Compared with the operation of a commercial apartment house, naturally the expenses con-

nected with rent collections, vacancies, changes in tenants, are omitted, and the landlord's profit is eliminated.

It is not to be assumed that this manner of living is to be advocated generally in preference to the individual home. Granted, however, that a man feels it necessary to live in the city and desires a location and facilities which his budget will not give him on an individual basis; or if he maintains a country home and wishes to keep quarters in the city with a minimum of effort; or if he desires the conveniences of a hotel with the least possible responsibility—in other words, to suit a number of personal reasons—here is a scheme which has proved a practical and a business success; and we may expect to see a vigorous growth in this direction.

Entrance, The Portals Community Apartments, San Francisco. Weeks & Day, Architects

The illustrations shown of community apartments in San Francisco give a fair idea of the wide range existing in size and elaboration, the care that is taken to provide comfort and convenience, the excellence in design and finish. All of such items are to a large extent in the hands of the original owners, who ordinarily purchase their apartments before the structure is commenced.

* * *

"Peerless Sales" is the title of a very interesting and attractive new monthly sales bulletin being published by the Built-In Fixture Company of Berkeley, Cal.

WORTH QUOTING AND NOTING

"A COMMITTEE representing the Industrial Association of San Francisco, American Society of Civil Engineers, Builders' Exchange, San Francisco Chapter of Architects and American Association of Engineers, has submitted a report on the Santa Barbara earthquake to the San Francisco Board of Supervisors that reads in part as follows:

> "'Impartial investigation by competent observers of the results of the recent catastrophe at Santa Barbara indicates that a considerable portion of the failure of structures was due to faults in design, materials and workmanship.
>
> "'In order that no similar condition shall arise in San Francisco, a committee consisting of delegates from the American Society of Civil Engineers, San Francisco Chapter of the American Institute of Architects, American Association of Engineers, the Builders' Exchange, Industrial Association of San Francisco, etc., has been meeting to determine what additional steps should be taken to safeguard the lives and property of the citizens of San Francisco.'

"In effect, the report recommends:

"That a chief engineer and a sufficient number of engineer assistants be employed to guarantee that the plans submitted to the Board of Works be properly checked before a building permit is granted and to carry on competent field inspection.

"That a trained analyst be added to the testing laboratory to secure samples of rock, gravel and sand at regular intervals, test and grade the same and establish standards for materials.

"That there be made tests of cement, structural steel, reinforcing bars, masonry and brick through the regular agencies that now exist. That test sheets covering these materials be secured and placed on file at the building by the contractor or owner and made available to the inspectors.

"That on buildings of Classes A, B, and C the owner employ an inspector to be on the job while structural elements are in progress.

"That there be differentiation in inspection procedure between those types of buildings where operations involve structural elements continuously and those types where they are only occasional. On the former type, that inspection be provided by the owner continuously. And on the latter inspection to be made during actual incorporation in the building of definite structural elements, or, in other words, that the owner have an inspector on the job during such times as materials which may affect the safety of the structure are being put in place.

"That no structural elements be concealed until a certificate of inspection has been posted on the job.

"The committee further recommended that six inspectors be added to the force of the Board of Works to care for the growing demands in the Building Department.

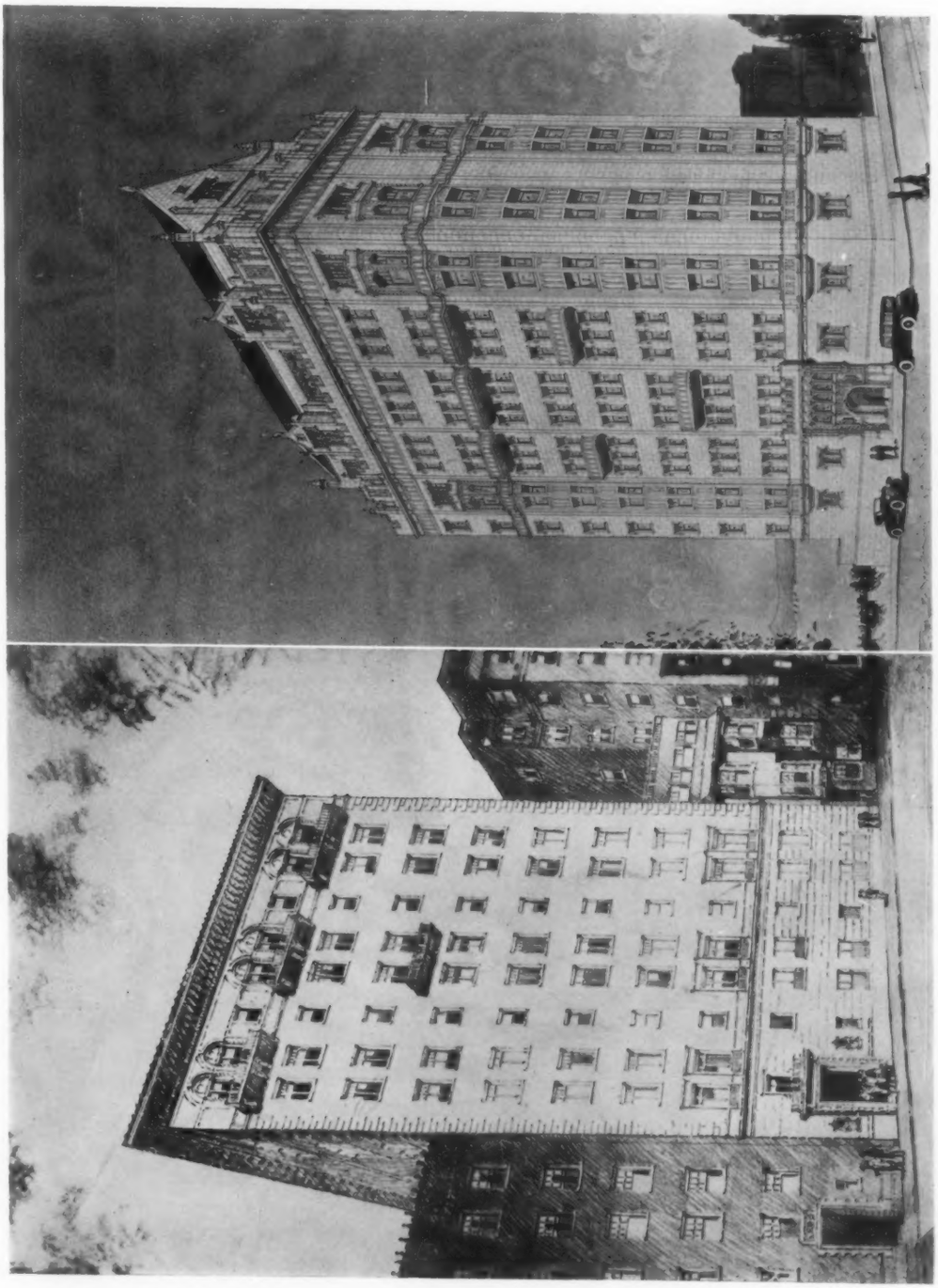
"In concluding, the committee states that its recommendations are offered with a view only toward the best interest of the community in order that persons and property may be adequately protected and suggests there be created an advisory board to consist of three members in addition to the chief inspector and the chief engineer of the Building Department. The board to be appointed from recommendations made by the American Society of Civil Engineers, American Institute of Architects and the Builders' Exchange."

Reprinted from THE INSPECTOR

THE PORTALS, MISS G. A. SHAFFER'S COMMUNITY APARTMENTS, SAN FRANCISCO.
WEEKS & DAY, ARCHITECTS.

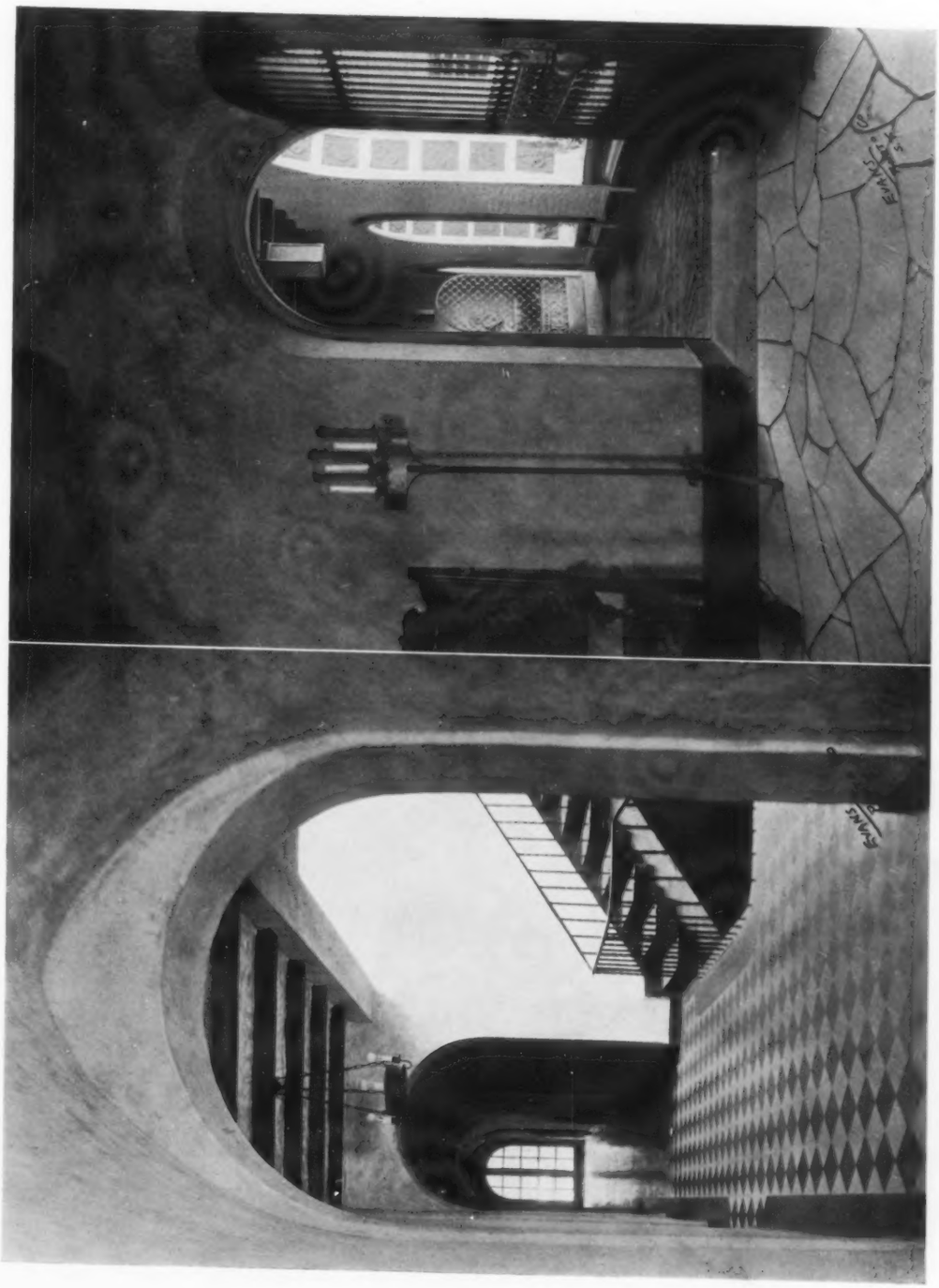
LEFT—TYPICAL FLOOR PLAN, THE GOTHIC APARTMENTS, SAN FRANCISCO.
C. A. MEUSSDORFER, ARCHITECT

RIGHT—FLOOR PLANS, "THE PORTALS" COMMUNITY APARTMENTS
WEEKS & DAY, ARCHITECTS



LEFT—MISS G. A. SHAFFER'S HYDE STREET COMMUNITY APARTMENTS, SAN FRANCISCO. WILLIAM F. GUNNISON, ARCHITECT.
RIGHT—MISS G. A. SHAFFER'S "THE GOTHIC" COMMUNITY APARTMENTS, SAN FRANCISCO. C. A. MEUSSDORFER, ARCHITECT.

LEFT—"MAISONETTES" COMMUNITY APARTMENTS; RIGHT—FLOOR PLAN, "MAISONETTES" COMMUNITY APARTMENTS, SAN FRANCISCO. C. A. MEUSSDORFER, ARCHITECT.



LEFT—HALLWAY; RIGHT—ENTRANCE GATE, MISS G. A. SHAFFER'S "CLOISTER" APARTMENTS, SAN FRANCISCO.
HENRY C. SMITH, ARCHITECT.

IN A HOTEL WITH THE FAME AND THE QUALITY OF THE CLIFT, NOTHING LESS THAN THE BEST COULD BE CONSIDERED IN THE FINISH OF WALLS AND WOODWORK, BOTH FOR DURABILITY AND FOR BEAUTY. THE ENLARGED CLIFT HOTEL, SAN FRANCISCO, CAL., SCHULTZE & WEAVER, ARCHITECTS. P. J. WALKER CO., BUILDERS. A. QUANDT & SONS, PAINTERS AND DECORATORS.

"Co-operation for Quality"

A·QUANDT·&·SONS

374 GUERRERO STREET · SAN FRANCISCO
PAINTERS AND DECORATORS SINCE 1885

All interior walls finished with Carter White Lead and Dutch Boy Flatting Oil, producing a beautiful velvet finish in a rich, deep stipple.

Our operations are State-wide

ROOF LOUNGE, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Lothers & Young.

ENTRANCE, ROOF LOUNGE, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.
Photograph by Lothers & Young.

A CORNER OF THE ROOF LOUNGE, ENLARGED CLIFT HOTEL, SAN FRANCISCO.
SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Lothers & Young.

Photo Copyrighted by Gabriel Moulin

CLIFT HOTEL, SAN FRANCISCO, SHOWING NEW ADDITION DESIGNED BY SCHULTZE & WEAVER, ARCHITECTS

Terra Cotta for the Hotel

That the modern hotel architect realizes the value of good masonry construction is amply testified by the increasing use of Architectural Terra Cotta—the lightest, most beautiful and, in the end, most economical of permanent building materials.

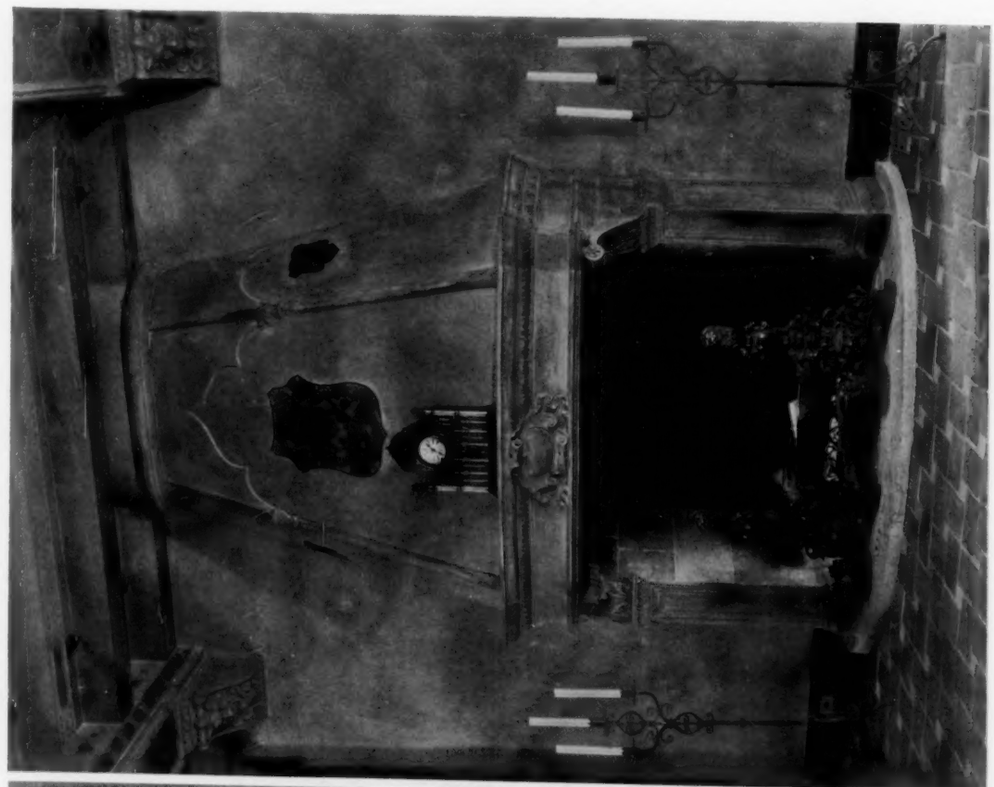
N · CLARK · & · SONS

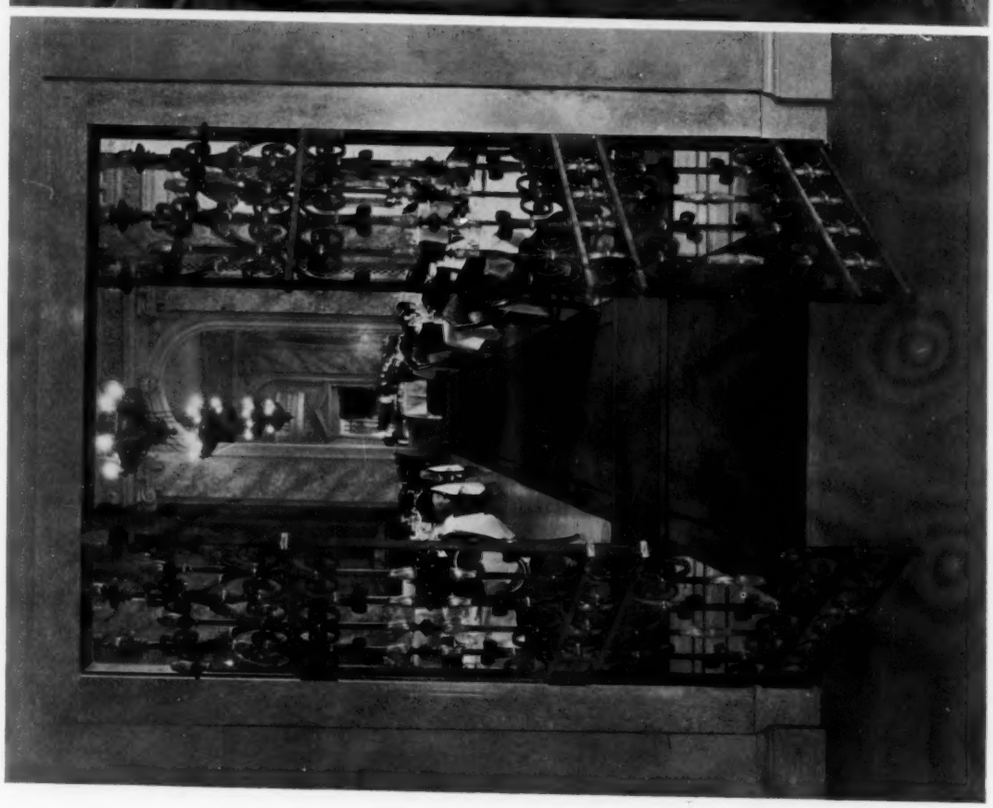
MANUFACTURERS OF

Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products

112-116 NATOMA STREET · SAN FRANCISCO

ENLARGED LOBBY, CLIFT HOTEL ADDITION, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.
Photographs by Lothers & Young.





Photographs by Lahori & Young.

LEFT—ENTRANCE TO MAIN DINING ROOM; RIGHT—FIREPLACE, MR. CLIFT'S ROOF BUNGALOW, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

INTERIORS, MR. CLIFT'S BUNGALOW ATOP THE ENLARGED CLIFT HOTEL, SAN FRANCISCO.
SCHULTZE & WEAVER, ARCHITECTS.

Photographs by Lothert & Young.

LIVING ROOM, MR. CLIFT'S ROOF BUNGALOW, ENLARGED CLIFT HOTEL, SAN FRANCISCO.
SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Lathers & Young.

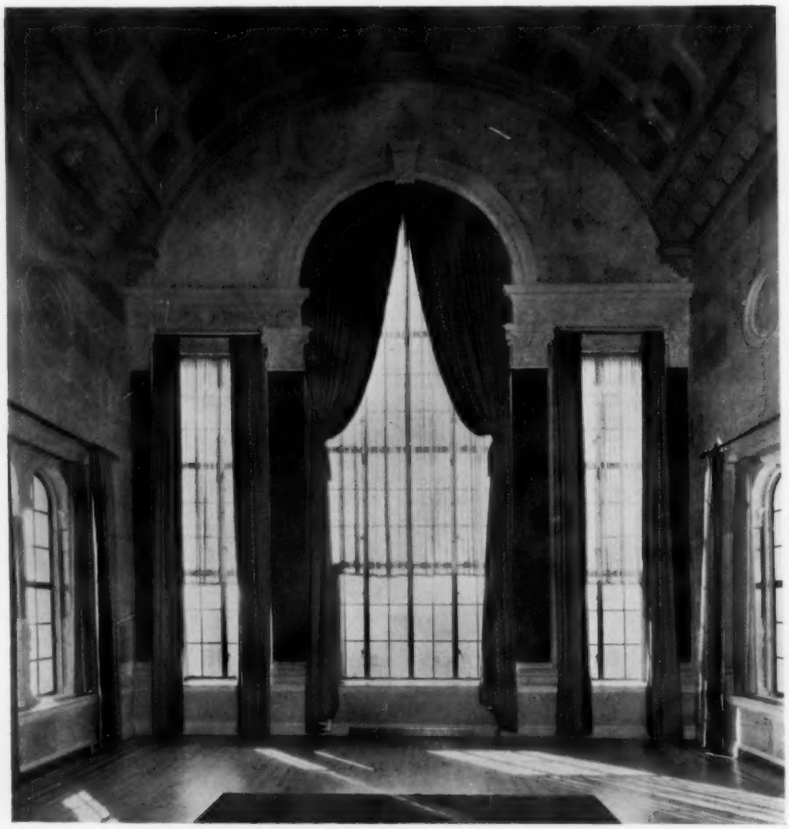
A CORNER OF THE LIVING ROOM, ROOF BUNGALOW OF MR. CLIFT, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Lothers & Young.

COFFEE SHOP, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.
Photograph by Lothers & Young.

COFFEE SHOP, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Luthert & Young.



LOUNGE ROOM, ROOF GARDEN, CLIFT HOTEL, SAN FRANCISCO
Schultze & Weaver, Architects. P. J. Walker Co., Builders. MacGruer & Simpson, Contracting Plasterers

ALL artificial stone, artificial marble, ornamental plaster and composition work in the Clift Hotel, shown in this and other illustrations of this magazine, were executed by the MacGruer & Simpson organization of plastering craftsmen. Where the plastering requirements are most exacting, where permanence and beauty are paramount, we pride ourselves on intelligent cooperation with the architect. Consider these recent plastering achievements: Biltmore Hotel, Biltmore Theater, Hellman Bank, Pacific Mutual Building, Pershing Square Building, W. M. Garland Building, Los Angeles Gas and Electric Co., all of Los Angeles; Pacific Southwest Bank, Pasadena; Mitchell Art Gallery and Museum, Bridges Art Gallery, San Diego; Matson Building, California Palace of the Legion of Honor, Main Bank of Italy, New Pantages Theater, San Francisco; and, now in progress, $650,000 plastering contract, The Breakers Hotel, Palm Beach, Florida.

MacGRUER & SIMPSON

CONTRACTING PLASTERERS *for*

Plain and Ornamental, Cement, Stucco, Artificial Stone and Art Plaster, Highgrade Scagliola, Latin Textures and Other Hand Finishes

San Francisco Office and Showrooms: 266 Tehama Street. Telephone Garfield 512
Los Angeles Office and Showrooms: 1438 East 18th Street. Telephone Westmore 5602

LEFT—FIREPLACE; RIGHT—MAIN LOBBY; ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photographs by Luthers & Young.

Ornamental Grilled Gates to Dining Room, Enlarged Clift Hotel, San Francisco. Schultze & Weaver, Architects.

ALL ornamental iron and bronze in the Clift Hotel addition was executed by us.

IT is a fact that we welcome any order regardless of size, and though it be small and simple in design or elaborate and difficult, it receives our most conscientious care. From conception to execution, we offer sympathetic cooperation with the architect.

FEDERAL ORNAMENTAL IRON & BRONZE COMPANY

Sixteenth Street and San Bruno Avenue
San Francisco, California

Telephone Hemlock 4180

Interior Woodwork, Millwork and Elevator Cabs in the CLIFT HOTEL, San Francisco,

executed by

S. Kulchar & Co.

General Contractors · Interior Woodwork
Store and Office Fixtures · Fine Cabinet Work

EIGHTH AVENUE AND EAST TENTH STREET
OAKLAND · CALIFORNIA

We offer practical cooperation with the architect
[TELEPHONE MERRITT 104]

Entire Interior Furnishings in the CLIFT HOTEL
under personal supervision of

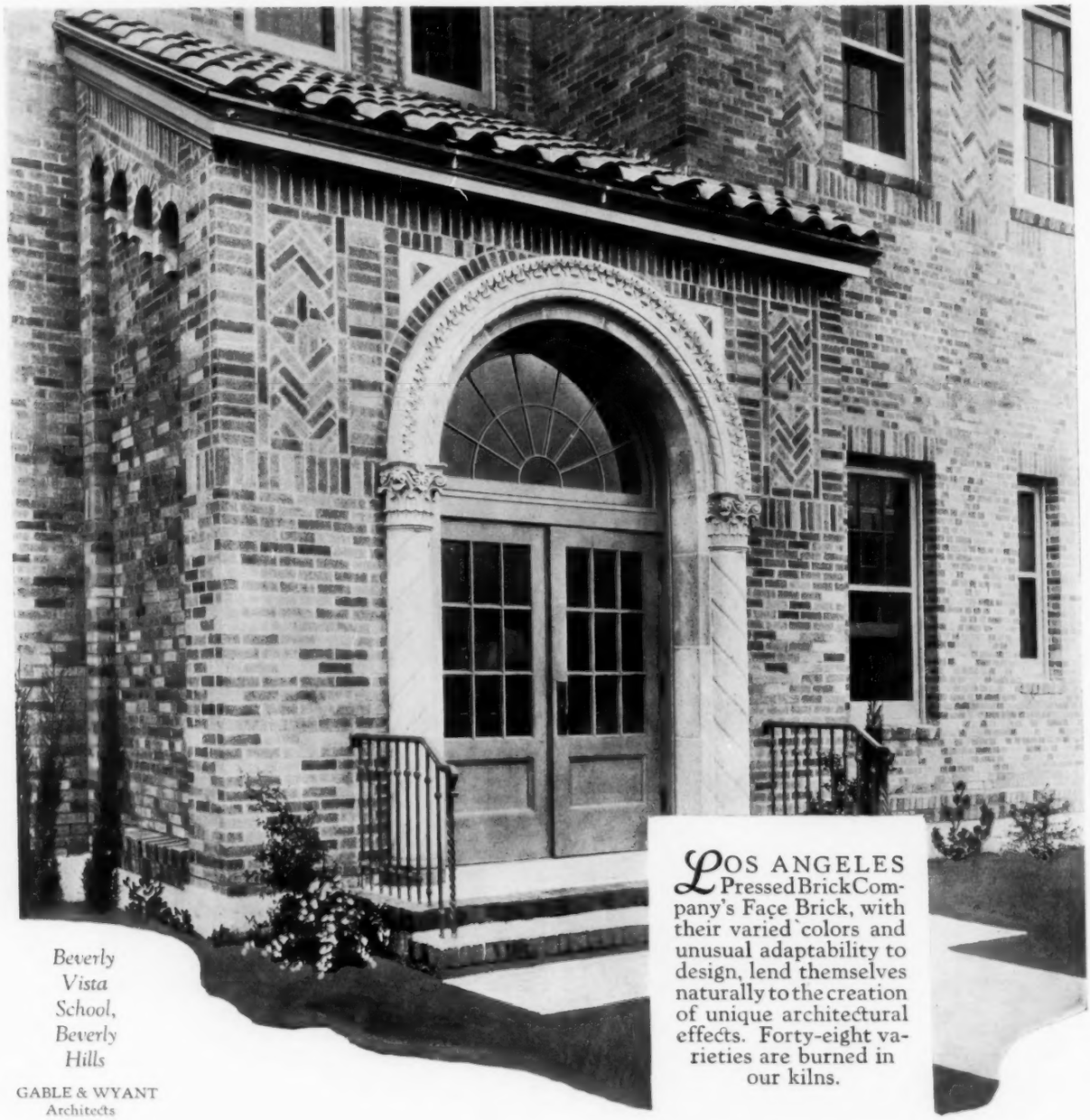
A. F. MARTEN CO.
INTERIOR DECORATION
[in harmony with the architect]
1501 SUTTER STREET · SAN FRANCISCO

ABOVE—TYPICAL GUESTROOM; BELOW, LEFT—ELEVATOR FOYER; RIGHT—GUESTROOM, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photographs by Lothers & Young.

LOS ANGELES PRESSED BRICK CO'S

FACE BRICK



Beverly Vista School, Beverly Hills

GABLE & WYANT
Architects

LOS ANGELES Pressed Brick Company's Face Brick, with their varied colors and unusual adaptability to design, lend themselves naturally to the creation of unique architectural effects. Forty-eight varieties are burned in our kilns.

LOS ANGELES
PRESSED BRICK CO

621 South Hope Street . . . . . TRinity 5761

LOS ANGELES

FACE BRICK · ROOF TILE · TERRA COTTA · FLOOR TILE · REFRACTORIES · HOLLOW TILE

229

GIFFONI-VALLE-PIANA, IN THE HILLS

[BY WILLIAM M. CLARKE]

(This is the last of a series of articles on architecture in Europe by Mr. Clarke, well-known architect, who recently returned from an extensive tour abroad as a special representative of the Los Angeles Pressed Brick Company.—Editor's Note.)

THE day has been filled with pleasing discoveries and adventures. Starting early this morning from Salerno, under a sky filled with beautiful cumulus clouds with bits of most intense blue showing between, we began working our way back into the hills; on every hand were frame buildings of most unusual interest, walls of stone or lava, and always roofed with tile. The tile in this section is almost always the typical Italian tile of flat pan and half-round cover tile placed over the joints. Hips are formed by using the pan tile. An unusual treatment is frequently given to the ridge by raising it about a foot above its normal position and protecting the top with the usual pan and cover tiles; the tiles in this case being placed at right angles to the ridge, which is in width nearly equal to the length of the tile, about 16 inches.

Many interesting and picturesque bits of detail are to be found about these old buildings, well curbs often being carried up and roofed over with a dome and an opening being left in the side wall giving access to the windlass and wooden buckets. Nearly all of these well structures are of pleasing form and add an interesting note to the general scheme. The primitive bake-oven is in evidence and in practical use and one must admit that the bread made from coarse flour and baked in these ovens does possess a wonderful native quality, and this same quality is to be found in all of the simple farm-made products, from queerly stuffed olives preserved in oil to the many different forms of cheese that one will have served to him.

Courtyard, Gateway and Storage Shed, Farm Group Near Salerno

Cloister of Ruined Monastery at Giffoni-Valle-Piana

As the day advances we work our way farther back into the hills; the bleating of sheep, soft tinkling of bells, and the song of the birds instill into one a feeling of profound peace and quiet. As we wander along we chance upon a farm building of somewhat larger proportions than others we have observed. This estate is enclosed by a wall and a heavy wooden gate. At the farther end of this court is the house proper, one of the eight quarters for those employed upon the land, while upon the left a low-roofed shed for the storage of farm vehicles and implements occurs. The padrono, as soon as he learned of our mission and nationality, could not do enough for us. First, as a matter of course, must be the glass of wine—the making of wine was the principal work of this estate—and after partaking of other refreshments we were conducted about the house. All of the living rooms occur up on the second floor and in practically all cases give onto large balconies or terraces the floors of which

[Concluded on page 53]

J. HARVEY McCARTHY CO., LOS ANGELES CURLETT AND BEELMAN, ARCHITECTS

CROWNED with Medium Cordova Tile, this novel and interesting business structure, the Administration Office of the J. Harvey McCarthy Co., Los Angeles, presents a striking contrast to buildings usually erected for such purposes. It goes to show that beauty and utility need not be strangers.

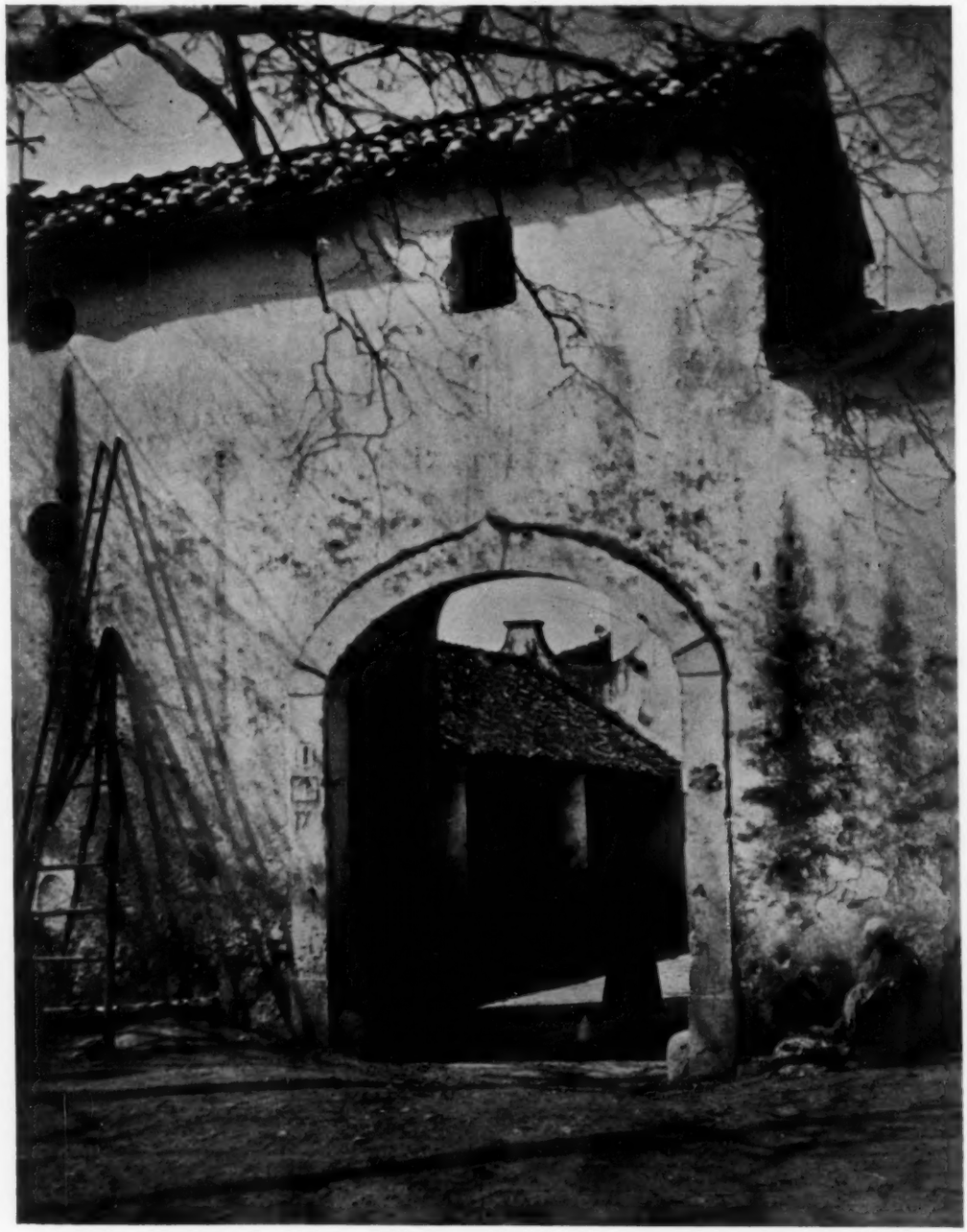
GLADDING · McBEAN · & · CO.

GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: New Pacific Finance Building, 621 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Street

A TYPICAL FARM BUILDING IN THE VICINITY OF GIFFONI-VALLE-PIANI.

Photograph by William M. Clarke.



ENTRANCE GATEWAY TO A LARGE FARM GROUP NEAR SALERNO.

Photograph by William M. Clarke.

COURTYARD IN FARM GROUP NEAR SALERNO.

Photograph by William M. Clarke.

Reproduction of one of the twenty four-color plates in "Brickwork in Italy"

An Interesting and Useful Book for the Architectural Profession

BRICKWORK IN ITALY

TABLE OF CONTENTS

Frontispiece ..... Facing Title
Introduction and Preface ..... VII-XIX

PART I
Brick in Roman Antiquity

Manufacture and Sizes 1- 5
Brick in Construction 5- 8
Walls 8-11
Arches 12-13
Vaults 13-23
Brick in Decoration 23-26
Leading Examples 26-46

PART II
Brick in the Middle Ages

Manufacture and Construction 47- 48
The Ravenna Period 48- 65
Longobard and Pre-Lombard Periods 65- 89
Lombard-Romanesque Period 89-140
Gothic Period 141-177

PART III
Renaissance and Baroque Brickwork

Manufacture and Construction 178-180
Arches, Vaults, and Cupolas 180-182
Brick in Decoration 182-185
Period I of the Renaissance 185-215
Period II of the Renaissance 215-228
The Baroque and the XVIII Century 228-245

PART IV
Brick in the Modern Period

Manufacture 246-248
Example of Modern Domestic Architecture 248-270
Sacred Architecture 271-285
Restorations 285-287
Map and Index 288-298

THAT "Brickwork in Italy" has accomplished what it was intended to do—to present the beautiful brickwork of Italy in a comprehensive way—is clearly indicated by the enthusiasm with which architects have received this book. We quote from a few of many commendations:

"We do not believe there is a book in our library with more interesting plates and information between its covers."

"I know of no book which gives such an exhaustive study of brickwork and it will be of great assistance in our work."

"We find the work one of the most thoro and exhaustive of anything that has come to our attention and shall find it a source of considerable inspiration."

"There is an enormous amount of interesting material in this book and it should prove valuable in an architect's library."

"It is unlike anything we have and will prove very useful to us."

"It is a splendid book and will prove of value in my practise."

The table of contents indicates the scope of the book. The text, which is illustrated with 20 four-color illustrations, 300 halftone plates and 69 drawings, is the work of two Italian scholars, Prof. Carlo Roccatelli and Prof. Enrico Verdozzi. The preface is written by Comm. Prof. Gustavo Giovannoni.

"Brickwork in Italy," bound in linen, will be sent postpaid upon receipt of $6.00.

A 24-page prospectus will be sent free, upon request.

Address, American Face Brick Association, 1767 Peoples Life Building, Chicago, Illinois.

AN EARTHQUAKE-PROOF BUILDING*

[BY ARTHUR C. ALVAREZ]

Associate Professor of Civil Engineering, University of California

THE year 1769 marks the beginning of the historical record of earthquakes in California. Since then many earthquakes of varying intensities have occurred in different parts of the state, including a number of major shocks which have occurred with a sort of periodicity that justifies the assumption that they will continue to recur at intervals. For instance, in the northern Coast Range, shocks of intensity 10, the maximum on the Rossi-Florel scale, occurred during the years 1839, 1865, 1868, 1892, and 1906; in Southern California, shocks of this intensity occurred during the years 1769, 1812, 1852, 1857, 1918 and 1920. Furthermore, during the interval of 156 years, between 1769 and 1925, more than fifty earthquakes of intensity 8 occurred in various localities of California. Intensity 8 is defined by: "Fall of chimneys; cracks in walls of buildings"; intensity 10 means: "Great disasters; overturning of rocks; fissures in surface of earth; mountain slides."

These facts are mentioned to show the need for considering earthquake forces when designing buildings. Experience has shown that it is possible, within limitations for each type, to construct buildings having frames of timber, of reinforced concrete or of structural steel, that will successfully resist the most severe earthquake that has occurred in California during the last century and a half. When buildings are well constructed, earthquakes need not be feared. Good construction depends on three factors: correct design, good materials, and good workmanship. A serious deficiency in any one of these three factors may be sufficient to spell ruin for a building in a severe earthquake.

One of the conclusions reached by the writer as a result of extensive observations made at Santa Barbara immediately after the earthquake of June 29, 1925, was that a properly designed and braced timber frame house on a concrete foundation, extending high enough above the surface of the ground to prevent decay of the underpinning, with fire-resistant roof covering of light weight, and woodsheathed exterior walls covered with reinforced stucco, constitutes the ideal dwelling of moderate price from the standpoint of resistance to earthquakes. Since this type of dwelling is so well suited to conditions in California, this article has been written briefly to outline the chief features in its structural design in order to reduce the earthquake hazard to a minimum. To accomplish this, two requirements must be satisfied: 1. The natural foundation must be reliable. 2. All parts of the building must be so tenaciously tied together and so stiffly braced against horizontal thrusts that the entire structure will sway as a unit.

A brief statement in regard to the nature of the forces that act on buildings during an earthquake is pertinent here. When a large rock mass of the earth's crust suddenly slips past an adjacent mass along a geological fault, which may or may not be evidenced by a rift at the surface, the vibrations which are thus generated in these solid rock masses are transmitted in all directions. Those vibrations which reach overlying surface deposits of loose sand, natural alluvium, "made ground" or marshy terrain cause these loose materials to be agitated in such a manner as to shake buildings very much more violently (two to twelve times) than when the buildings rest directly on bed rock. It is chiefly the horizontal vibration or agitation of the natural foundation of a building, due to oscillations of large amplitude that have periods varying from one-half to two seconds, that causes the destruction. The location of the principal damage that may occur to a building in a severe earthquake depends on the relation between the periods of vibration of the building and of its natural foundation. Low buildings are injured most severely near the base; but tall buildings, in a region somewhere between one-third and two-thirds of their height.

Because of the inertia of a building, the mechanical effect of rapid vibration of its natural foundation is equivalent to the application of horizontal thrusts such as H_1, H_2, and H_3 in Figure 1. When the frame is low, as in this illustration, the greatest strain occurs at the base in the underpinning. When not braced, the frame will become distorted, as shown in Figure 2, the angular distortion of vertical members in different stories varying and being a maximum in the underpinning. The entire building also tends to slide from its concrete foundation, particularly when the top of this foundation is sloped instead of stepped. The design of structural details which will be outlined in the following paragraphs has been planned to prevent injurious distortion of the building and slipping of the building from its concrete foundation.

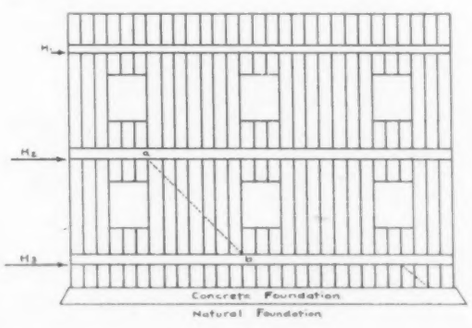


Figure 1

In Effect on a Building, An Earthquake is Equivalent to the Application of Such Forces as H_1, H_2, H_3

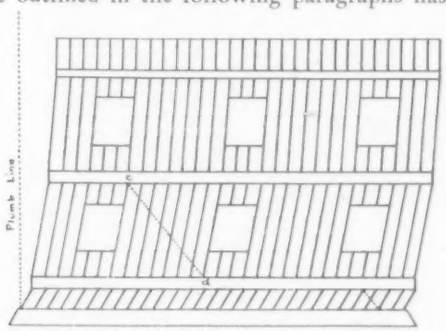


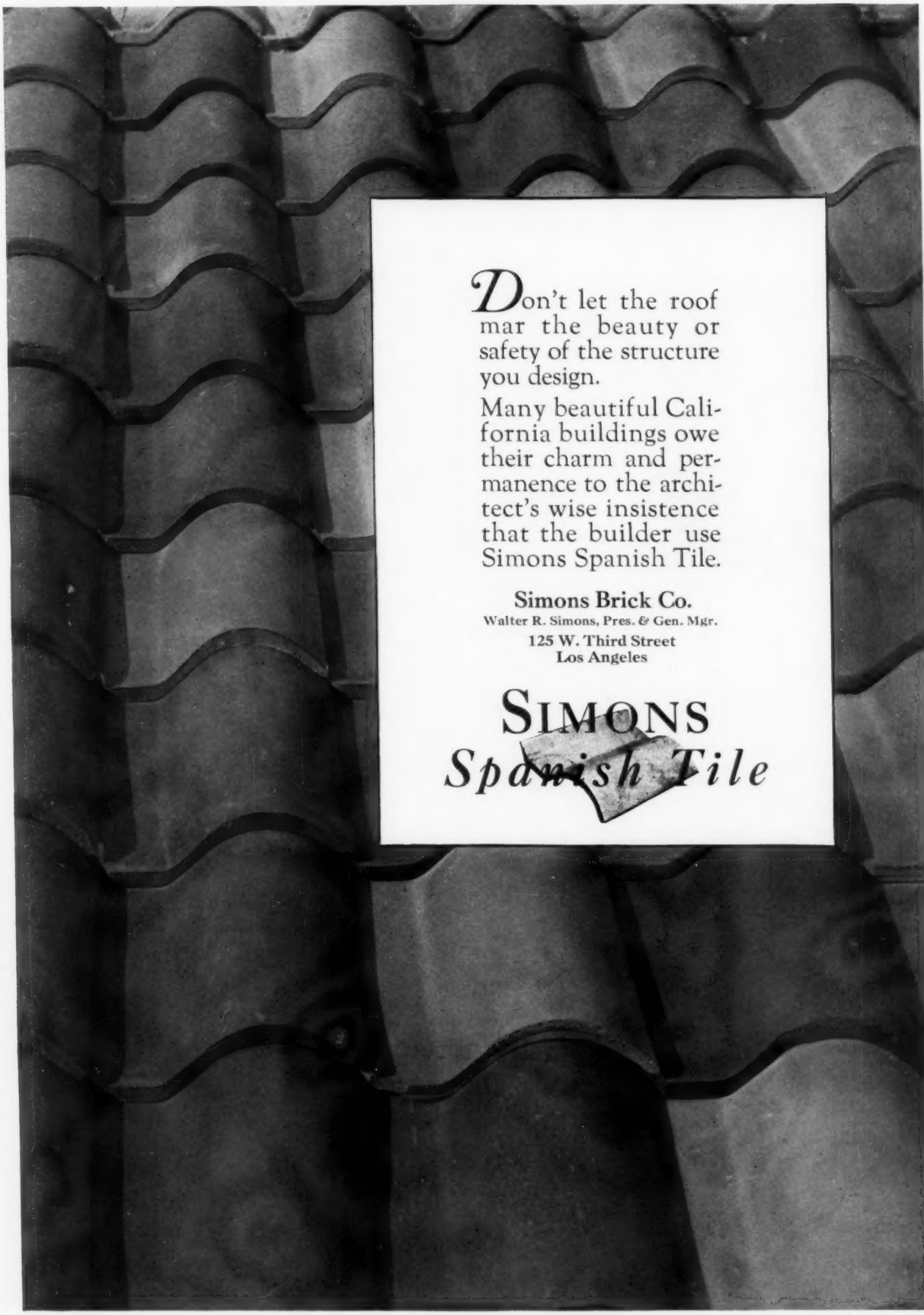
Figure 2

Effect of an Earthquake on a Timber Frame Building When its Bracing against Horizontal Thrusts is Weak

FOUNDATION. Solid rock, wherever situated, whether on hilltop or in valley, constitutes the best natural foundation, because it vibrates with the least destructive effect during an earthquake. In a severe earthquake, violent shaking of a building may be anticipated if it is founded on sand, on alluvium, on recent fill or on a marsh. If possible, such localities should be avoided.

Assuming a rather compact well drained gently sloping

*Reprinted from CALIFORNIA MONTHLY, January, 1926.


Don't let the roof mar the beauty or safety of the structure you design.
Many beautiful California buildings owe their charm and permanence to the architect's wise insistence that the builder use Simons Spanish Tile.
Simons Brick Co.
Walter R. Simons, Pres. & Gen. Mgr.
125 W. Third Street
Los Angeles
SIMONS
Spanish Tile

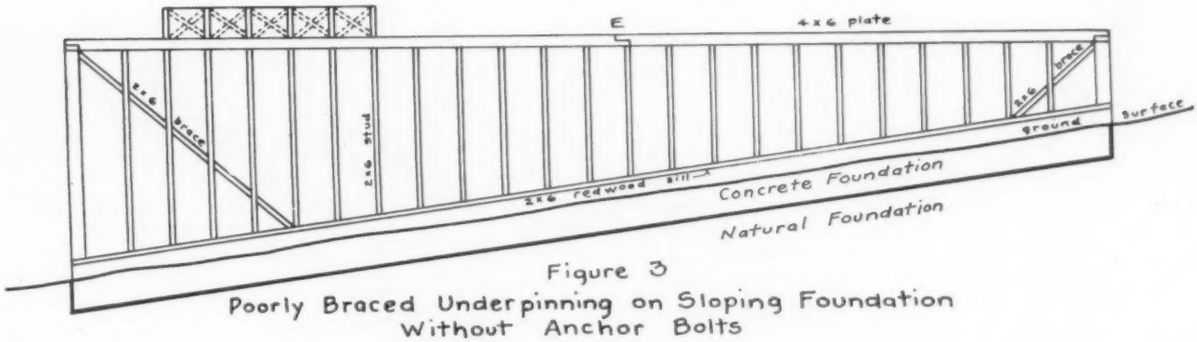


Figure 3
Poorly Braced Underpinning on Sloping Foundation Without Anchor Bolts

soil as a natural foundation, the excavation for the concrete foundation should always be stepped, as shown in Figure 4, rather than sloped, as shown in Figure 3, in order to retard the building or its foundation from sliding. In order to prevent decay of the sill or underpinning, the height *ba* in Figure 4 should be a minimum of 6 inches, and to obtain reliable bearing on the natural foundation, the depth *bc* should not be less than 12 inches. The foundation should contain at least five bags of Portland cement per cubic yard of concrete. In order to tie its different parts together, the concrete foundation should be reinforced with two steel rods not less than ⅝ inch in diameter, as shown in Figures 4 and 8. The ends of the separate lengths of these rods should have 180 degree hooks, they should overlap at least two feet and the overlap should not be placed at the corners of the foundation. The interior transverse and longitudinal concrete foundations should be similarly reinforced so as to be well tied to the exterior foundation. Particular care should be taken to dimension the various bearing areas between concrete and natural foundations so that they will be in proportion to the superimposed vertical loads from the building. This will prevent unequal settlement with consequent damage to plaster when the natural foundation yields during the vibration caused by an earthquake.

At intervals of about four feet, bolts 12 inches long by ⅝ inch in diameter should be imbedded vertically in the concrete foundation, as shown at AB in Figures 4 and 8, to provide for anchorage of the redwood sill which should be bolted tightly with nuts and washers. The eight anchor bolts shown in Figure 4 give that side of the building alone a resistance against slipping from the concrete foundation about 80,000 pounds greater than the resistance of the side shown in Figure 3. In Figure 7 the plan of the top of the concrete foundation is outlined by dashed lines but neither reinforcement rods nor anchor bolts are shown.

UNDERPINNING. The sill should be 2 by 6 inches in section and of redwood, because redwood is more resistant to decay than fir or pine. For reasons previously given, the underpinning, which should consist of 2 by 6 inch pine or fir studs placed 16 inches center to center, must be well braced by diagonal members of the same size, arranged as shown in Figure 4, rather than as shown in Figure 3 which illustrates common practice.

The function of the diagonal brace is easily explained by reference to Figures 1 and 2. The frame in Figure 1 may become distorted as in Figure 2, only if the distance *ab* in Figure 1 may become shortened to the distance *cd* in Figure 2. The insertion of a member along *ab*, called a diagonal stud brace, prevents this change in distance and hence acts to prevent distortion of the frame. If however the ends of the diagonal stud brace slip at either *a* or *b* or at any intermediate joint in the brace, distortion of the frame will occur. To prevent such slipping, the diagonal braces of the underpinning in Figure 4 are made continuous rather than discontinuous as in Figure 3, and stays, 2 by 6 inches in section, are wedged between the vertical studs at their ends, as shown at *ss* in Figures 4 and 8. Furthermore, the ends of the diagonal braces in Figures 4 and 8 are sawed to a blunter angle than are the ends of the braces in Figure 3; this increases their resistance. To prevent splitting, holes should be drilled in the stays for the large nails that should be used. After the diagonal brace is in place, the stay should be tightly wedged into position and each stay should have ten 20-penny nails so offset as not to split the sill. The underpinning of each side of the building should have at least two diagonal stud braces sloping in each direction as shown in Figure 4.

Assuming the common practice of three 12-penny nails at each joint of the braces in Figure 3, the underpinning as braced in Figure 4 can withstand a horizontal thrust at the level of the plate, ten times greater than that which may be resisted by the underpinning in Figure 3. This great increase in resistance is accomplished at small cost by employing more efficient timber joints.

[To be concluded in May issue]

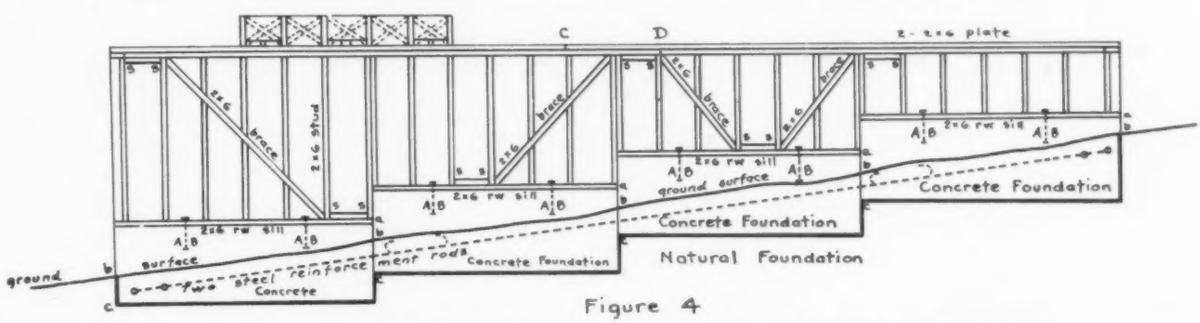


Figure 4
Properly Braced Underpinning on Reinforced Stepped Foundation with Anchor Bolts

Los Altos Apartments, Los Angeles, Calif.

Owned and Built by LUTHER T. MAYO
and PRESTON S. WRIGHT

E. B. RUST, *Architect*

BEAUTIFULLY designed, tastefully decorated and thoroughly modern and comfortable in every detail, the new Los Altos Apartments, in Los Angeles, is a credit to its builders -- Luther T. Mayo and Preston S. Wright.

With Super Locklath used exclusively on all interior walls and ceilings their beauty is made permanent by a base that is fire safe, insulated against heat and cold, moisture proof, soundproof and strong. And Super Locklath retains these qualities under any and all conditions.

Our new booklet -- *"Planning Your Walls for Comfort"* -- is not technical but may give you many valuable ideas concerning wall construction. It will be sent without charge.

SUPER LOCKLATH

"Plastoid – Made"

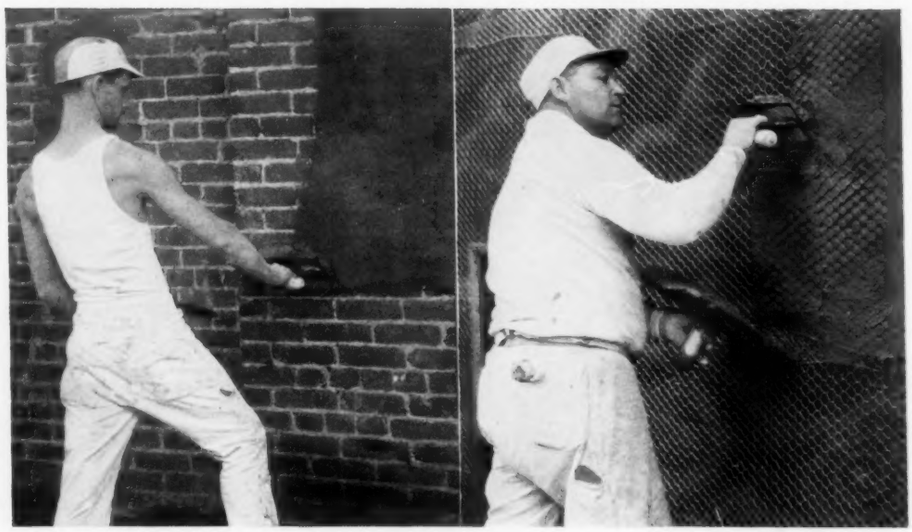
PLASTOID PRODUCTS, INC.

Northern Division Office
318 Builders' Exchange Bldg.
OAKLAND, CALIF.

Southern Division Office
1725 South Downey Road
LOS ANGELES, CALIF.

SUPER LOCKLATH IS SOLD BY ALL BUILDING MATERIAL DEALERS

THE FIRST OF A SERIES OF ORIGINAL SKETCHES MADE IN MEXICO BY MR. H. A. SCHARY.



PLASTITE

Goes further—does not tire the workman —makes a permanently watertite job.

PLASTITE meets all the requirements of portland cement, with the addition of waterproof and plastic qualities. Because it is so plastic it can be worked easily and without fatigue. A man will get more yardage in a day with Plastite—and the job can be permanently watertite besides.

The use of admixtures to make concrete or stucco waterproof is dangerous. Plastite is scientifically made at the mill, and continuously tested by laboratories. Its waterproofing qualities endure forever because it contains no oils, fats or soaps.

Architects, engineers, contractors and building material dealers recommend Plastite. Its use throughout Southern California is growing each month.

If you do not know all about Plastite, ask the nearest dealer. Or write direct to us for data on any character of work in which you are specially interested.

"Plastite Progress"—an illustrated monthly magazine— will be sent on request.

RIVERSIDE PORTLAND CEMENT CO.

Manufacturers of "PLASTITE" Waterproof Plastic Cement, "BEAR" and "RIVERSIDE" Portland Cement and of "BEAR" Oil Well Cement

724 So. Spring St. LOS ANGELES TRINITY 5951

·EDITORIAL·

Architectural Education

A LARGE and handsome volume has recently been published giving the proceedings of the first international congress on architectural education.

Thoughtful study of these proceedings will no doubt be indulged in by those in charge of our academic departments, and, perhaps, our ateliers. Very few actively practicing architects will give time to anything which is apparently no longer a concern to them.

Yet this subject does concern them, not alone as to the supply of draftsmen able to carry out their designs, but as to the standing, the continuity of the entire profession. Hear what William Emerson of the Massachusetts Institute of Technology has to say of the present, and F. H. Bosworth of Cornell of the future:

"We are working for one great objective—the more general recognition of architecture as a profession for the practice of which adequate preparation is essential. . . .

"We are eliminating the unessential. . . .

"In brief, our major effort is being directed toward:

"(1) The teaching of fundamental principles rather than the study of countless details;

"(2) The teaching of the orders and elements of architecture in their normal relation to structures rather than as isolated features;

"(3) The producing of programs that are illustrative of modern problems in our own country based upon intrinsically sound principles of composition in plan and decoration;

"(4) The adaptation to our local conditions of the atelier system and with it of that logical procedure in the study of design, for both of which we are indebted to the Ecole des Beaux-Arts in Paris; and finally

"(5) The coordination of our teaching whether it be of history, construction, drawing or modeling so that each and all unite in emphasizing the transcendent value of design as the keystone in our arch of Architectural Education."

"These are the traits which we would wish should be education's inheritance. From practice, the knowledge that no school can teach by system alone; that teaching in fact is only possible when it is learning, an act not of the teacher but of the pupil; that books and curricula are of use only so long as they serve as the crucibles in which teaching is transmuted into the precious gold of learning by the fire of imagination and enthusiasm kindled by contact with great personality. The awakening of the imagination is an act of the spirit rather than of the mind. From theory, thoroughness, a respect for scientific research and scientific attitude towards the problems which the future architect must face. Our premises must be based upon knowledge, not sentiment, for sentimental conclusions have no more place in artistic work than in scientific; an inheritance from both, the best from each. . .

We cannot all be on an equality; but the day will surely come when practice aided by theory will cast off the bonds of form precedent and suck from the dry bones of the past the living principles which created those forms, and theory guided by practice will take on new life and vigor in its mission of analysis of present-day needs and methods."

* * *

The New Spirit

IN a recent magazine devoted to American business was printed the resumé of many answers received to the question, "What was the greatest contribution to the development of business in the first quarter of the Twentieth Century?"

The consensus of opinion, by a heavy majority, is to an effect that will at first seem extraordinary to most people. Instead of naming inventions, electricity, financial methods, advertising, education, transportation—the greatest factor in business development has been something intangible, indefinite, difficult to describe, but which is an undeniable fact. Using such words as "morale," "honesty," "spirit of service," "ethics," "cooperation," the general meaning may be put as "a scientific and professional spirit in business."

To the architect, as to other professional men, this spirit which governs conduct has long been familiar, as laid down in his professional code of ethics; as "mandatory" upon him in his practice. Gradually, the conduct of business and the professions is growing closer, governed more nearly by the same principles and ideals. In spite of the gloomy denunciations of our socialistic and bolshevistic friends, the world do be growing better.

* * *

A complete showing of the distinctive California homes designed by George Washington Smith of Santa Barbara will be made in the pages of this magazine for May.

Photograph Copyrighted by Gabriel Moulin.

CLIFT HOTEL ADDITION, SAN FRANCISCO
Schultze & Weaver, Architects. P. J. Walker Co., Builders

HOLLOW Metal Elevator Fronts, Nonpareil Skylights, Kalomine and Sheet Metal Work for the Clift Hotel manufactured and installed by the Forderer Cornice Works.

Campbell Metal Windows · Nonpareil Skylights
Sheet Metal Work · Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets

SAN FRANCISCO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

MONTHLY BULLETIN

OFFICERS

JOHN REID, JR., President

HARRIS ALLEN, Vice-President

ALBERT J. EVERS, Sec.-Treas.

DIRECTORS

J. S. FAIRWEATHER, three years
W. C. HAYS, three years
EARLE B. BERTZ, two years
WILL G. CORLETT, two years
GEORGE W. KELHAM, one year
ARTHUR BROWN, one year

NEXT MEETING

The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held on Tuesday, April 20, 1926, at 6:30 p. m., at the rooms of the San Francisco Architectural Club, 523 Pine street. Dinner will be served at 75 cents per plate.

MARCH MEETING

The regular meeting of The American Institute of Architects, San Francisco Chapter, was held on Tuesday, March 16, 1926, at the rooms of the San Francisco Architectural Club, 523 Pine street. The meeting was called to order by President John Reid, Jr., at 7:50 p. m.

The following members were present: John Reid, Jr., Ernest L. Norberg, Earle B. Bertz, Harris Allen, Stanton D. Willard, G. F. Ashley, Edgar B. Hurt, Howard E. Burnett, Albert Schroepfer, B. S. Hirschfeld, Morris M. Bruce, W. B. Faville, Ernest Hildebrand, John Galen Howard, James H. Mitchell, William Mooser.

In the absence of the Secretary, Mr. G. F. Ashley was appointed Secretary *pro tem*.

MINUTES

The minutes of the previous meeting were accepted as published.

REPORTS OF STANDING COMMITTEES

Neither Mr. Bakewell, chairman, nor Mr. Fairweather, of the Standing Committee on Civic Developments, was present to report upon the improvement of Fulton street in the Civic Center.

Mr. Harris Allen, chairman of the Committee on Public Information and Entertainment, reported progress.

Mr. Earle B. Bertz, for the Executive Committee, presented a resolution as follows:

"That it is the sense of the members of the San Francisco Chapter that it is undesirable for the Institute to increase the annual dues five dollars; that the delegates to the convention be advised of the above, but that they use their own judgment as to their voting, after they have obtained further information on the subject."

After some discussion by Messrs. Faville, Mooser and Allen and President Reid, it was moved, seconded and carried that the resolution be adopted as indicative of the sentiment of the Chapter.

NEW BUSINESS

The delegates to the Fifty-ninth Annual Convention were elected as follows: E. B. Bertz, Ernest Coxhead, Wm. B. Faville, John Galen Howard and Jas. T. Narbett, with the understanding that Albert J. Evers, as Secretary of the Chapter, would be a delegate *ex officio*. It was moved, seconded and passed that all other Institute members of the Chapter were elected as alternative delegates to the convention.

The Secretary read communications from the Board of Directors of the A. I. A., thanking the Chapter for their entertainment on the occasion of the visit of the Board to San Francisco in December. Also a communication from Mr. D. Everett Waid, President of the A. I. A. on behalf of the officers and directors of the Institute, in the form of a tribute to the memory of the late Sylvain Schnaittacher.

Letters of appreciation from the families of the late Messrs. Headman and Schnaittacher were read to the Chapter.

Announcement was made of the death of Mr. Willson J. Wythe, a Chapter member, on March 12, 1926.

The Secretary announced the election of Mr. C. Harold Hopkins, Woodland, Cal., to Institute membership.

The luncheon meeting for March 30, to meet Mr. J. F. Gowen of the Scientific Research Department of the A. I. A. was verified, the place of meeting to be announced later.

At the request of Mr. Smith O'Brien, the Secretary advised the Chapter that a new Section, on Art and Architecture, had been added to the Commonwealth Club. Commonwealth members of the Chapter were urged to join.

The Secretary informed that the City Planning Commission has a new height limitation ordinance, proposing height-zoning for San Francisco, and that the Commission has asked for support and advice from the Chapter, as this ordinance is a direct result of the Chapter's recommendation some time ago. President Reid advised that he would appoint a committee to confer with the City Planning Commission and the City Planning Section of the Commonwealth Club in this connection.

A communication from the San Francisco Stair Builders Association of the Builders' Exchange, dated March 3 and requesting that the clause "all stair work must be constructed by a responsible stair shop" be incorporated in all specifications where stairs are called for, was read. The Secretary was instructed to inform that committee of the Builders' Exchange that the matter had been brought before the Chapter.

SPECIAL COMMITTEES

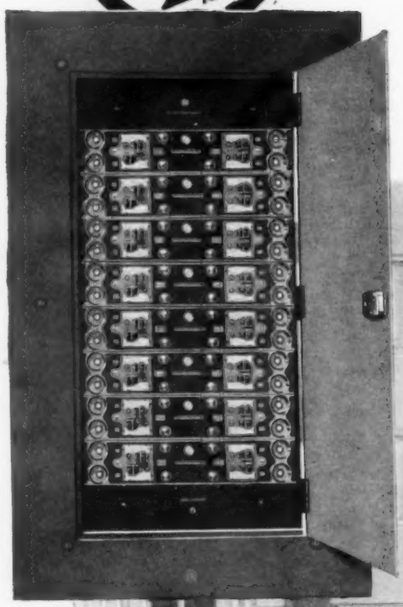
The report of the Committee on Resolutions on the death of the late Albin R. Johnson was presented by Mr. Harris Allen and adopted by the Chapter, as follows:

The San Francisco Chapter of The American Institute of Architects recognizes that the Institute and the architectural profession have suffered a distinct loss in the death of Albin R. Johnson of the firm of Frederick H. Meyer and Albin R. Johnson.

Although Mr. Johnson was modest and retiring in disposition, his sterling character, artistic ability and capacity for achievement were known and appreciated by his many friends in the profession and the building industry. Many younger men now engaged in architecture remember with gratitude his friendly help and encouragement in earlier days.

He devoted about thirty years of his life to active connection with

[Concluded on page 62]



The Corner Stone of the Electrical Equipment

EVERYTHING else is hidden from view. The Panelboard stands alone to represent the quality of the job. It is, indeed, not far fetched to visualize this unit as the corner stone of the electrical work.

The high importance of a truly worthy panelboard was realized when the first (FA) Panelboard was built. Thirty-five years later the safety type, molded section panelboard came into being. It was an (FA), of course—the original of its kind. Six years have been devoted to its manufacture.

Through its high quality of material and workmanship, its standardized construction, its oversize parts, its ability to render long usefulness and wear—the (FA) Panelboard stands alone—the panelboard to most adequately represent your efforts. It is well to specify (FA) Panelboards, for they cost less installed and are "the sign of a better job."

The (FA) Catalog has long been conceded to be the manual of correct panelboard practice. It is furnished on request, without obligation.

Complete Estimates are furnished free of charge. Write our nearest district office.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

DISTRICT OFFICES

Atlanta, Ga.	Dallas, Texas	Minneapolis, Minn.	Portland, Oregon
Baltimore, Md.	Denver, Colo.	New Orleans, La.	Seattle, Wash.
Boston, Mass.	Detroit, Mich.	New York City, N. Y.	San Francisco, Calif.
Chicago, Ill.	Kansas City, Mo.	Philadelphia, Pa.	St. Louis, Mo.
Cincinnati, Ohio	Los Angeles, Calif.	Pittsburgh, Pa.	
		London, Ont., Canada	Winnipeg, Canada

SAN FRANCISCO ARCHITECTURAL CLUB

MEMBER ARCHITECTURAL CLUBS' TRANSFER SYSTEM WESTERN STATES HEADQUARTERS: SOCIETY BEAUX ARTS ARCHITECTS

ERNEST E. WEIHE, *Pres.* HOWARD E. BURNETT, *Vice-Pres.* CLYDE F. TRUDELL, *Secy.* IRA SPRINGER, *Treas.*

Directors: LAWRENCE STIERS HARRY LANGLEY ARTHUR JANSSEN

[BY J. H. DEVITT]
Chairman, Publicity Committee

DUE to inadequate accommodations and unfavorable location the old club quarters at 77 O'Farrell street were recently abandoned. A club building of their own!—a dream long cherished by the members—became a reality when, by a streak of good fortune, the club was able to secure the three-story building at 523 Pine street. Around the corner from Chinatown, in the heart of the financial and commercial district, the new club stands—an oasis for those who will avail themselves of the new quarters during their "off" hours.

The first floor has been devoted to a banquet hall, large stage and kitchenette, with ample storeroom, and will be the scene of *our* future club activities, exhibitions and the famous S. F. A. C. "JINX." The second floor has been laid out with offices, wardrobe accommodations and a roomy lounge room.

The entire third floor is occupied by the Atelier, with a spacious library across one end. A novel and original feature of the Atelier is that the walls have been left bare and will soon be covered with sketches and decorations of the students.

The stairway leading up from the sidewalk admits one to the club proper, that is, the second floor containing the offices and lounge room. Here may be found all the desirable features of club life. The aspect of formality presented by the mahogany-paneled vestibule and office is nicely contrasted by the air of leisure and informality which prevails in the adjoining lounge. Here easy chairs are conveniently placed, conducive to pleasant social and professional intercourse, or wherein the current architectural periodicals may be perused at leisure. The lounge is further graced by the usual pool and billiard tables, (without which some of the members would not feel at home).

Well-placed stairways connect the lounge room with both the Atelier and the hall below.

The elegant appearance of the new club quarters is due entirely to the generosity of the various contractors and building materials companies of San Francisco. The club is especially grateful to Messrs. Fink and Schindler, who, through Mr. Fred Monk, donated and installed the handsome paneled office; the hardwood for this work was donated by the Kirschman Hardwood Company; the walls and ceilings of the first and second floors were covered with sheet rock finished with Textone furnished and installed by the United States Gypsum Company through their representative, Mr. Robertson; the hardwood floors were donated by the Higgins Lumber Company through their Mr. Watts; the tile floor in the office was donated by Gladding, McBean & Company, through Mr. Cole, and laid by Malott and Peterson; the latter firm also furnished and installed the composition floors in the kitchen, lavatories, etc.; the handsome stone mantel was made especially for us by P. Grassi & Company and under the direction of our confrere, Mr. Stanton Willard; the lighting fixtures were donated by the Roberts Manufacturing Company through their Mr. W. J. Kerr; the iron stair rails by Michel & Pfeffer through their Mr. Tellefson; the electrical heaters are of the Magnaray type and were procured for the club by Mr. Art Janssen; the plaster work was donated by the San Francisco Plastering Company; the electrical work by the H. S. Tittle Company; plumbing by the Pinkerton Company. Celotex for the stage was furnished by Mr. McElligott of the Celotex Company. The entire work was carried on under the direction of Mr. George Wagner, contractor, one of the charter members of the club, who to date has fitted up no less than five different club quarters. There were various other donations in the nature of material and labor for which the club is very grateful.

With the establishment of our new home now accomplished, it is hoped that the members will take renewed interest in club activities. Our standing as an architectural club must be preserved, and if we are to gain the recognition that is justly ours every member must do his bit for the good of the club.

The new building will be officially opened the third week of April. An entire week will be devoted to the grand opening and will be known as Open House Week, extending from Monday, April 12, to Saturday, April 17. It will be a week of entertainment, programs being arranged for each night by the Entertainment Committee, C. Trudell and C. J. Sly.

The officers for the ensuing year, who incidentally will be the inaugurals for the new building, are: President, Ernest E. Weihe; Vice-president, Howard E. Burnett; secretary, Clyde F. Trudell; treasurer, Ira H. Springer, and directors, Lawrence C. Stiers, Harry Langley and Arthur D. Janssen.

Atelier work is already well under way and rapid progress is being made in the Beaux Arts problems, due to the untiring efforts and able criticisms of our two patrons, Mr. E. L. Frick and Mr. E. E. Weihe, both of whom have studied in Paris and toured the continent and who in every way are striving to perfect the Atelier. The work of the patrons is very satisfactorily supplemented by the hearty assistance of Massier H. Anderson and Sous-massier R. Blas. "The Order Class" under Mr. J. Magee is once again producing fine work.

Activities which will soon be under way are:

An extensive membership drive conducted by Art Janssen, for the purpose of building up the roster and also to bring the club benefits to those interested therein.

A "greater-than-ever" billiard tournament under the supervision of Harry Langley and with the assistance of Al Williams.

The organization of a club orchestra. The "band" has already met several times for practice and is making rapid strides in harmony and melody under the tender guidance of Prof. Ira Springer, who also handles the club bank "notes."

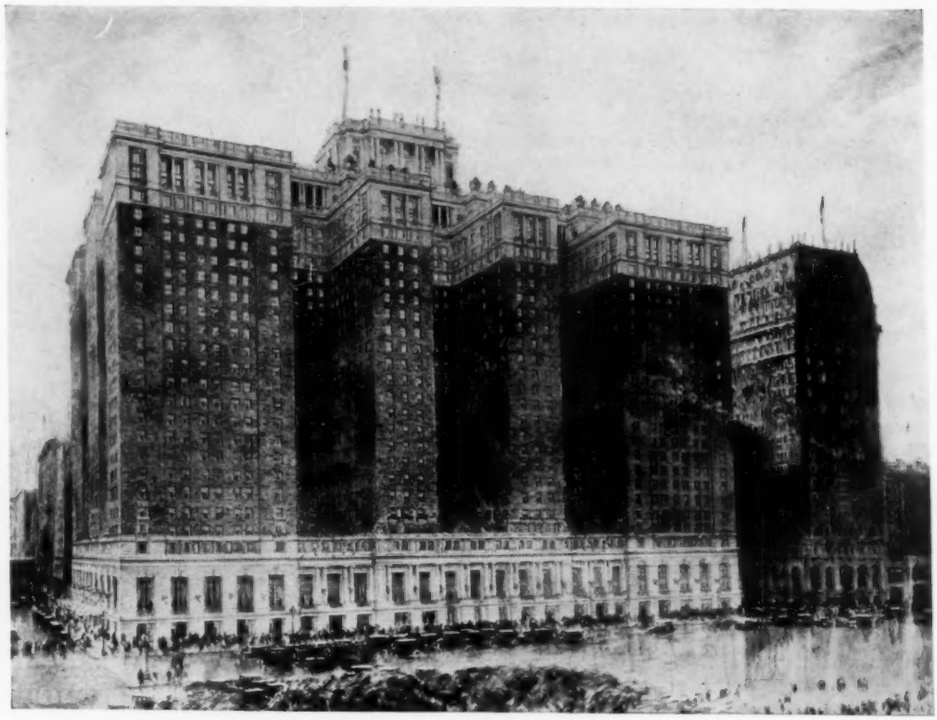
Several exhibitions of architectural work, foreign sketches, etc., will be held at the club in the near future; the dates to be announced later.

The next regular monthly business meeting will be held, as usual, on the first Wednesday of the month.

COMPLETE ELEVATOR INCLOSURES AND CABS
UNI-TRE FRAMES

DAHLSTROM PATENT DOOR — ARTISTIC EVERLASTING SANITARY AND FIREPROOF

METAL DOORS AND TRIM
ADJUSTABLE PARTITIONS
CONDUO-BASE



STEVENS HOTEL, CHICAGO, ILLINOIS. HOLABIRD & ROCHE, ARCHITECTS
Over six hundred Dahlstrom metal door units used in this hotel

ARCHITECTS are giving more and more thought to the practical and mechanical elements of building construction as compared with the purely aesthetic features. As a result the selection of materials and equipment is now based on the service which they will render in the way of security and comfort to the guests or tenants of the building, as well as for architectural treatment. In line with these new concepts Dahlstrom Metal Doors and Trim are being used to a great extent to furnish security of life and property and to cut down the annual drain of maintenance expense.

We shall be pleased to put your name on our list to receive our architectural literature

DAHLSTROM METALLIC DOOR COMPANY
INCORPORATED 1904
JAMESTOWN, NEW YORK.

LOS ANGELES, CAL., G. R. Brandin, Transportation Bldg., 7th and Los Angeles Sts.
SAN FRANCISCO, CAL., J. K. Murphy, 1214 Hearst Building · PORTLAND, ORE., McCraken & Ripley, 61-67 Albina Ave.
SEATTLE, WASH., E. H. Camp, 515 Bell St. · SALT LAKE CITY, UTAH, Manufacturers Specialties Co., Boston Building

DAHLSTROM

THE ENLARGED CLIFT HOTEL, SAN FRANCISCO

[BY CHARLES W. MEIGHAN]

JUST why a "job of remodeling" should attract great attention in a city whose recent building achievements include a Standard Oil Building, Matson Building, California Palace of the Legion of Honor, Huntington Apartments, the magnificent new Telephone Company Building and many others, at first glance seems puzzling. But there is no denying that from its inception to its completion the Clift Hotel addition has been very much in the public eye and, what is more to the point, has been watched with more than ordinary interest by the architectural profession and the building industry.

At a time when such great projects as the Russ Building, the Hunter-Dulin Building, Mark Hopkins Hotel and many other notable structures are actually going forward in San Francisco, it seems singular that the completion of the enlarged Clift Hotel should not have been submerged in the greater architectural "goings-on," almost in the same neighborhood. But there can be no denying that this "job of remodeling" has been the center of keen interest on the part of the profession, of the building industry and of the lay public.

The fact that the enlargement of the Clift Hotel represents an expenditure in excess of three million dollars is not enough to account for the extreme interest that San Francisco has taken in the undertaking, for there are many other building projects which exceed it greatly in cost. We must look elsewhere for the explanation. To some extent, the professional interest may have been due to the unusual feat of adding some 240 guestrooms to a hotel already completed and occupied, the addition of three entire stories to the original structure and the erection of a complete new wing, 17 stories in height, the completed whole to be entirely harmonious, the new with the old and the old with the new. No doubt some part of the interest in the Clift project was due, too, to the fact that this was the first commission of magnitude undertaken in San Francisco by Schultze & Weaver, the architects.

As for the general public, we need not seek far for an explanation, for it is doubtful whether any hotel on our Coast has endeared itself or established itself more firmly as a part of the life of the city it occupies than has the Clift since its opening in the year of the Panama-Pacific Exposition in San Francisco. In fact, it was the increasing popularity of the hotel which made it necessary to undertake the enlargement.

Speculate as we may on the reasons for the unusual degree of interest displayed in the Clift, there is no denying that it existed, and now that the new Clift has been formally opened and submitted itself to inspection, there can be no question that the work is well done. There may be flaws for the critical to delight in, but even these are surprisingly few and hard to detect and fade into nothingness when one reflects that here is a structure, not built complete and anew from the ground up, but enlarged and expanded and improved without even an interruption of the complex regular business going on twenty-four hours a day within its walls. For it is a fact that guests were comfortably housed at the Clift during all of the building operations.

The most surprising feature of the Clift of today is the fact that those who knew it best have great difficulty in detecting in any detail where the old leaves off and the new begins. And that, after all, is the real test of this three-million-dollar "job of remodeling." That was the outstanding architectural problem and it has been solved successfully.

The Clift of today towers 375 feet above the street. There are 540 guestrooms, all with bath. Each room is an outside room. Parlor suites are available in almost any desired combination on any floor. Rooms are provided for exceptionally tall persons, and this is mentioned as but one of countless thoughtful innovations for the comfort of the hotel guests.

On the mezzanine floor are grouped five banquet and dining rooms, capable of accommodating 400 guests. Executive offices are on the second floor. Kitchens and cafeterias for the help are located in the basement.

The lobbies and public rooms, and, in fact, the interior architecture generally, embody a happy combination of Spanish and Italian Renaissance with high beamed ceilings, decorated by hand, grilled, wrought-iron doors and perfect appointments. Throughout the hotel, from basement to the smart roof lounge atop the structure, the effect is wholesome and satisfying and shows the results of infinite care in the planning and execution of every detail.

The guestrooms are generously large and fitted with many conveniences. The smallest guestrooms are 12 x 16 feet and a great number of them are 17 x 28.

Besides the provisions for dining on the mezzanine floor, the hotel has the great main dining-room, with a seating capacity of 500, on the main floor, together with the Coffee Shop, which has an entrance from the street. Other private dining-rooms are provided on the third and fourth floors, but the crowning feature is the delightful

[Concluded on page 53]

Structural Steel
for the enlarged
Clift Hotel
[fabricated and erected by]
DYER BROTHERS
GOLDEN WEST IRON WORKS, INC.
Office and Works: 1950 17th St., corner Kansas
SAN FRANCISCO

PALACE HARDWARE CO.
SAN FRANCISCO'S LEADING HARDWARE STORE
Supplied
CORBIN LOCKS and STANLEY BUTTS
for the new Clift Hotel addition, San Francisco
581 Market Street · Telephone Sutter 6063

FIRST NATIONAL BANK OF HAWAII, HONOLULU, T. H. YORK & SAWYER, NEW YORK CITY, ARCHITECTS

Permanent beauty and utility — with economy — can be achieved with California Stucco Products in any structure the architect may elect to design. Buildings in all parts of the country prove it. Pictured here is a leading bank in Hawaii in which the entire exterior finish, including all cast work and ornaments, was executed with California Stucco of a light stone color and texture. The stone imitated was surpassed, the structural value of the building was increased, and a considerable saving in cost over stone veneer was effected.

CALIFORNIA STUCCO PRODUCTS COMPANY
SAN FRANCISCO AND LOS ANGELES

Los Angeles Museum of History, Science and Art
Allied Architects Association of Los Angeles, *Architects*
J. C. Bannister, Los Angeles, *Contractor*
Parker-Judge Co., Los Angeles, *Painters*

Precious Books have worthy bindings.
Great Paintings hang in fitting frames.

So the cultural treasures of Los Angeles are harmoniously housed in the Los Angeles Museum of History, Science and Art.

Perma-Light
Wall Finishes

were used exclusively in this structure.

Have you a set of our Working Specifications?

Every statement by word or picture, expressed or implied, appearing over our firm name is guaranteed to be 100 per cent authentic and dependable

HILL, HUBBELL & COMPANY
Paint Specialists

EXECUTIVE OFFICES AND WORKS · SAN FRANCISCO

Los Angeles · Oakland · Portland · Seattle · New York · Tulsa

BUSINESS AND PROFESSIONAL WOMEN'S CLUB, OAKLAND
Miller & Warnecke, *Architects*; Bare & Son, *General Contractors*; Hallert Bros., *Masons*

WALLS OF DICKEY MASTERTILE Veneered with Dickey Face Brick

Here is a type of construction that combines the distinction of Dickey Face Brick with the economy of Dickey Mastertile.

The walls cost substantially less than solid masonry walls because of the savings possible through the use of Dickey Mastertile—savings in cartage and handling, savings on labor and mortar.

This type of construction is now being widely used by Central California architects.

DICKEY
BURNED CLAY PRODUCTS
DICKEY MASTERTILE • FACE BRICK • FIRE BRICK

Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

Made by **CALIFORNIA BRICK COMPANY** *and* **LIVERMORE FIRE BRICK WORKS, INC.,** *Associated Companies*

SAN FRANCISCO AND OAKLAND

GIFFONI-VALLE-PIANA IN THE HILLS

[Concluded from page 31]

form the roofs of the buildings in the court. In conjunction with these terraces it is interesting to note an unusual method employed for supporting the vertical poles used in connection with the arbor. In place of using a stone column or pier or a wooden post resting upon the wall, a stone corbel was built into the outer face of the wall about eight feet from the top and above this corbel another stone was set out from the wall; through this stone a hole was drilled through which the pole was passed, the base of the pole resting upon the corbel; these poles with their supports being placed along the face of the walls at proper intervals for the support of the arbor covering the terrace.

The ceilings in this house were about fifteen feet in height and showed the beams, which were timbers left in the round. The walls, both exterior and interior, would average two feet in thickness and were of stone. All of the rooms were well and simply furnished with a few old pieces of good design. The kitchen was of unusual interest, with its open fire for cooking, with spit and crane and a wealth of fine old hand-wrought copper utensils hanging upon the walls. Suspended from the ceiling sides of dried salt meats, meat in casings, onions, garlic and various other dry articles of food, and all this not for show but for practical daily use.

In this vicinity most of the stairs are upon the exterior, in many instances leading to an arched balcony that extends along the front of the building and upon which all of the rooms open. In this building the stairs are upon the interior and are of stone, which is the usual material employed. We descend the stairs then, out into the court, from which we descend into the wine vaults, the floors of which are about ten feet below the level of the courtyard. The ceilings of the vaults are stone vaulted and form the floor supports for the second floor. A system of tunnels extends out under the court and forms space used in the storage of aging wine. In the cellar proper are many elliptical casks six or eight feet in diameter.

The entire land is given over to the raising of wine grapes, except a small area for garden and the raising of lemons and oranges. Upon leaving, the owner loaded us down with delicious fruit and gave us a most cordial and sincere invitation to visit him again. And all this to mere strangers who chanced to knock at, or rather walk through, his gate. Such indeed is Italian hospitality in the hills.

We journey on and on, along winding roads, not knowing where night may overtake us; but trusting to that kind Providence and the Saints who watcheth over wanderers, we at last enter a beautiful valley with great hills upon either side and the bluest of mountain torrents, the Asa, tearing down between. The valley of the Asa and just around a bend in the road a quaint little town nestling against the side of the hill, above the village the gray ruins of a castle with its towers and walls long since fallen into decay. Along the road we pass flocks of milch goats, attended by herders in quaint heavy capes, whose faces light up with a smile at our word of greeting, slow-moving carts, women with great burdens carried gracefully upon their heads, walking with a clean, free stride, shoulders set well back. A padre in his black cloak, a young woman whose gay scarf gives a bright touch of color to the scene, and such is our entry into Giffoni-Valle-Piana. And now for lodgings for the night. What has fate in store for us? An inn or tavern—it is too small to be called by any other name—a bed with the cleanest of white linen, and supper, one should not call it by any other name. A soup with beaten egg. Parmesan cheese. A joint of mutton roasted upon a spit before a charcoal fire, white cheese, bread and wine; what more could one ask?

Out upon the terrace we look across the valley and see the yellow, twinkling lights of another village, the mountain standing out purple, dark against the moonlit, cloud-flecked sky. The day passes before us in a retrospect of sight and sound. Glorious sky, green hillsides, bleating of sheep, tinkling of bells, songs of birds, quaint and harmonious buildings, a gracious welcome by a stranger, winding roads, strange touches of color, the sweet sound of distant bells, the end of the road Giffoni-Valle-Piana.

* * *

THE ENLARGED CLIFT HOTEL, SAN FRANCISCO

[Concluded from page 49]

roof lounge, commanding a magnificent view of the city and bay.

Seventeen stories above the street, it is 80 feet long and 50 feet wide. The vaulted, hand-decorated ceiling is 40 feet above the floor. It is completely fitted and equipped for the "last word" in modern service. A children's "toyland" with a nurse in charge is also provided on this floor, while another unique feature is the stone bungalow atop the roof, complete with fountain, patio and garden, which is the private home of Mr. Frederick C. Clift.

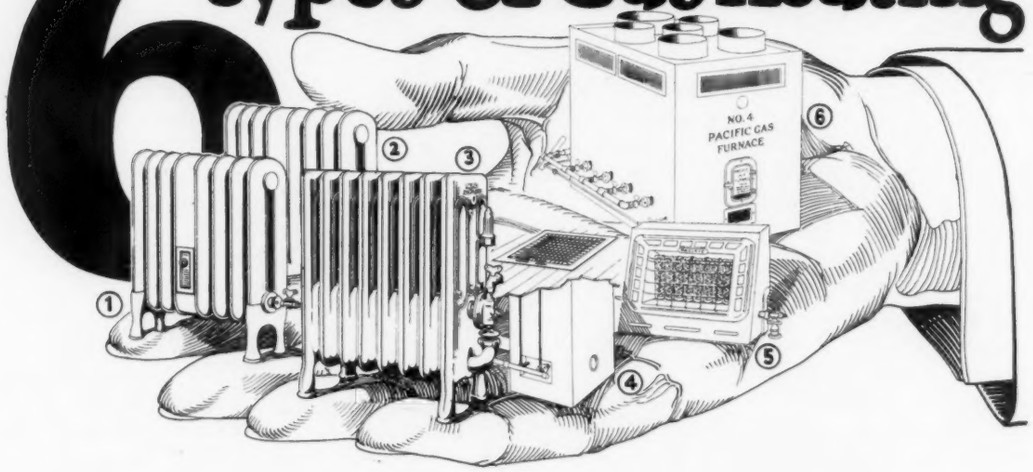
"A job of remodeling" the enlarged Clift Hotel may be, but it is one that must stand as a tribute to the courage of the owners, the resourcefulness of the architects and proof that such undertakings may be carried to completion with none of the usual earmarks of rebuilding or compromises with the expediencies at the sacrifice of the things worth while. It is a good job.

* * *

ADAMS AND HERDING

George J. Adams, A. I. A., and Frank Herding, A. I. A., have opened an office in Hollywood. Mr. Adams has acted as production manager for the Allied Architects Association of Los Angeles for the past four years. Mr. Herding has a national reputation as an authority on city planning and subdivision work.

6 types of Gas Heating



Make the Pacific Heating Engineer Responsible for Your Selection!

When it comes time to decide on heating equipment, call in a Pacific Heating Engineer. Show him your plans, let him assemble all the facts, then if his suggestions are in accord with your own judgment, hold him responsible for correct results.

Each New Job is Different!

Every building has heating problems all its own. Why not make the Pacific Heating Engineer solve each one for you? He has the training and facilities to select the most satisfactory type from Pacific's complete line, and you can use your own time to better advantage.

Here are the Six Leading Types of Pacific Gas Heating Appliances — They Ventilate While They Heat.

Pacific Pressed Metal and Cast Iron Radiators

1 and 2—An exclusive air circulation system—develops greater heat at a 25% saving in gas. Sturdier construction. Special features.

Pacific Gas Steam Radiators

3—Provide steam heat at lower cost than a central steam heating plant. Automatic control.

Pacific Floor Furnaces

4—No basement needed. Just turn a key. A pilot light ignites the gas. Instant heat. Two different systems of heating and air circulation are scientifically combined to give greater heat and less gas.

Pacific Unit Furnaces

5—Installed in basement or recess and supplies heat through pipes to all rooms. Upstairs control. Automatic temperature regulation if desired.

Pacific Gas Recess Radiant Heaters

6—Furnished in any desired finish. An air duct supplies a continuous stream of fresh air to the flame. Outer casing is always cool.

Satisfaction Guaranteed!

Pacific Gas Radiator Co. has made more installations than any other company in the Southland. Every installation is guaranteed. You will never have to make excuses, for Pacific makes good.

See listing in Sweet's 1926 Architectural Catalog— Pages 2220-1 and 2116-7

Pacific Gas Radiator

Gas Heating Company Headquarters

1740 W. Washington St., BEacon 2190; 616 W. 8th St., MEtropolitan 2398

Factory and Foundry, 7541 Roseberry St., Los Angeles. Branches Throughout the West

A DEPARTMENT CONDUCTED TO ASSIST YOU IN SOLVING YOUR

HEATING, LIGHTING & POWER PROBLEMS

The efficient use of electricity for power, lighting and fuel and of gas for heating, cooking and industrial purposes has become so important and is developing so rapidly that it is hoped this non-technical discussion of the best principles of design and of practical methods of installation will be helpful. For the information contained in this series we are indebted to the research and engineering departments of the Pacific Gas and Electric Company

I.

HEATING REQUIREMENTS OF MODERN APARTMENTS

BECAUSE more apartment houses of four, six and eight units are being built than any other size, and more engineers and architects are interested in the design and construction of this type, this brief discussion will concern itself with the heating requirements of such structures. In population centers, the pronounced trend today is toward apartment houses of these sizes. Since the heating and every other factor that enters into their design and construction are governed by certain fundamentals, let us see why the trend and whence.

The primary governing factor with which the designer must deal is "net income." Often before his plans receive final approval, he may have to sacrifice many cherished ideas to these two small words and even to throttle his artistic inclinations more than once, but he finds out very early that "net income" actually governs all that he does. The great final test of whether this specification stays in or that one is substituted is: "Will it pay its way? Will it earn something?"

The reasons for this are clear. From the outset the owner is only interested in the greatest possible income from the smallest initial investment. Buildings of four, six or eight apartments require no expensive elevator installation, ground area requirements are not so great as for larger structures and they lend themselves in other ways to savings in initial outlay.

But keeping in mind "net income"—most important of all—looms the fact that four, six or eight apartments may be operated with a minimum monthly outlay for maintenance and service, once they are built and occupied. When the owner goes above that number, it becomes essential that he have a manager on his property at all times, a continuous expenditure for janitor service, elevator service and many other items of operating overhead. And this goes on forever as long as the building stands.

So, as every architect knows, the whole cry of the owner is not only for the lowest possible initial outlay but for economy in operation thereafter. Many a designer of such buildings has secretly cursed the niggardliness of the owner when called upon to meet the expediencies of such a situation while recognizing that it is a condition for which no one is actually to blame.

It is a situation created entirely by the limits of a purse which must be governed by the anticipated net income over a period of time. The problem is not alone one of keeping within a set figure in the actual construction nor of so designing the structure that the maintenance cost each month thereafter will be as low as possible, but it must also be made attractive enough so tenants will be plentiful, for it goes without saying that the apartment must be livable, comfortable, modern in every respect in order to rent easily and stay rented.

All of which brings us to a consideration of the vital matter of heating. A careful interrogation of those who make a business of renting apartments indicates that the properly heated apartment is the one which rents first and stays rented the longest and that steam heat is the type of heating most desired by the public. Yet, it would surprise one to discover in how many instances makeshift methods of heating have had to be devised after the building is completed. To the credit of the profession be it said that this is not often the case where an architect is engaged, but there is an unusually large proportion of apartments in the design of which no architect has had a hand which seem to have been thrown up without due consideration for this essential feature.

Since the designer of the four, six, or eight apartment building must consider space-saving to the nth degree and economy in installation and upkeep, at the same time bearing in mind that adequate, comfortable heating is fundamental, it is quite logical that gas is coming to be the accepted fuel. Especially is this true in view of the tremendous recent development of satisfactory, practically foolproof, self-regulating thermostatic and time-controlled boilers and furnaces for heating with gas. For these cut operation costs to an absolute minimum.

There is no denying that there is a greater public acceptance for apartments heated with steam, that there is less transiency in an apartment house so heated. And it is a fact to which many designers of such structures are just awakening that gas-fired steam heating installations are not only the most cleanly, the most economical from a standpoint of space-saving, flexibility and convenience, but are actually the cheapest to install, maintain and operate.

[Concluded on page 63]

QUERIES AND ANSWERS

You are invited to submit your problems to this department as they arise, either for reply here or direct by mail. All questions will receive the careful study of practical experts of the Pacific Gas and Electric Company and will be answered by them.

QUESTION: Will it pay to have a central boiler and storage tank for hot water supply to all of 12 apartments or separate individual automatic gas heaters for each?

ANSWER: For any number of apartments up to and including 12, individual gas water heaters of the automatic type are better. It will cost less for installation and for maintenance and will be more satisfactory, as each individual tenant will pay for the hot water he actually uses, neither more nor less. This is true even in case when storage tank is heated by coils from main boiler because of operating conditions.

Stevens Hotel, Chicago. Now under construction. Architects, Holabird & Roche. General Contractor, Geo. A. Fuller Co. Plumbing Contractor, John Degnan, Inc. Heating Contractor, Phillips Getschow Co.

3000 Crane bathrooms in new Stevens Hotel

A great hotel man is building the world's greatest hotel. Fronting the lake, it will stretch one full block along Michigan Avenue, Chicago, rising majestically to twenty-eight stories.

In every room of that busy city of 3000 guest chambers, will be the glistening beauty and luxurious comfort of the *Corwith*, the bath so frequently installed in finest residences. The lavatories and closets, in matching white, are of sparkling twice-fired vitreous china. You may finally judge how completely Mr. E. J. Stevens has achieved his ideal of quality in every detail, from the fact that all exposed metal parts are of genuine white metal, which can never wear brassy.

Crane counts it a marked tribute that its plumbing and piping materials will be used exclusively in the magnificent Stevens Hotel. Let the long experience of Mr. Stevens and the choice of his engineers guide your own specification for your new construction.

CRANE

Address all inquiries to Crane Co., Chicago

GENERAL OFFICES: CRANE BUILDING, 836 S. MICHIGAN AVENUE, CHICAGO

Branches and Sales Offices in One Hundred and Fifty-five Cities

National Exhibit Rooms: Chicago, New York, Atlantic City, San Francisco and Montreal

Works: Chicago, Bridgeport, Birmingham, Chattanooga, Trenton, Montreal and St. Johns, Que.

CRANE EXPORT CORPORATION: NEW YORK, SAN FRANCISCO, MEXICO CITY

CRANE LIMITED: CRANE BUILDING, 386 BEAVER HALL SQUARE, MONTREAL

CRANE-BENNETT, LTD., LONDON

CIE CRANE: PARIS, BRUSSELS

EL REY
Asphalt
ROOFING

A Grade for EVERY *Requirement*

Within a month after we began manufacturing El Rey Asphalt Roofing, our output was sold 60 days in advance! And there has been no let-up in the demand.

This wonderful reception we trace to our announcement that only our own felt—the felt known for 25 years as the finest made on the Pacific Coast—is used in El Rey roofing products. Another factor which has won widespread favor is the completeness of the line. Glance at the list below. You will see that there is a grade of El Rey to meet every requirement:

EL REY ROOFING—Smooth surfaced, corrugated roofing that is positively the finest made. It carries this unequalled guarantee—5 years for the light and 10 years for the medium and heavy weights WITHOUT RE-PAINTING.

EL REY SLATE SURFACE ROOFING—Twin of the above quality. The only slate roofing on the Coast using genuine Vermont and Virginia slate. Red, Venetian Red, Green and Blue Black.

TIOGA SMOOTH SURFACE ROOFING—Made of specially processed felt and selected asphaltum. Tioga is unequalled in dollar-for-dollar value.

PALOMAR SANDED ROOFING—A superior brand, coated on one side with white Monterey sand. Possesses a strength and durability not found in any of the so-called comparative grades.

PALOMAR MINERAL ROOFING—Comes in Venetian Red and Green and is made of selected materials.

RANCHO—A standard brand of roofing corrugated and talc surfaced on both sides.

NAVAJO—Made to meet the lowest price requirements.

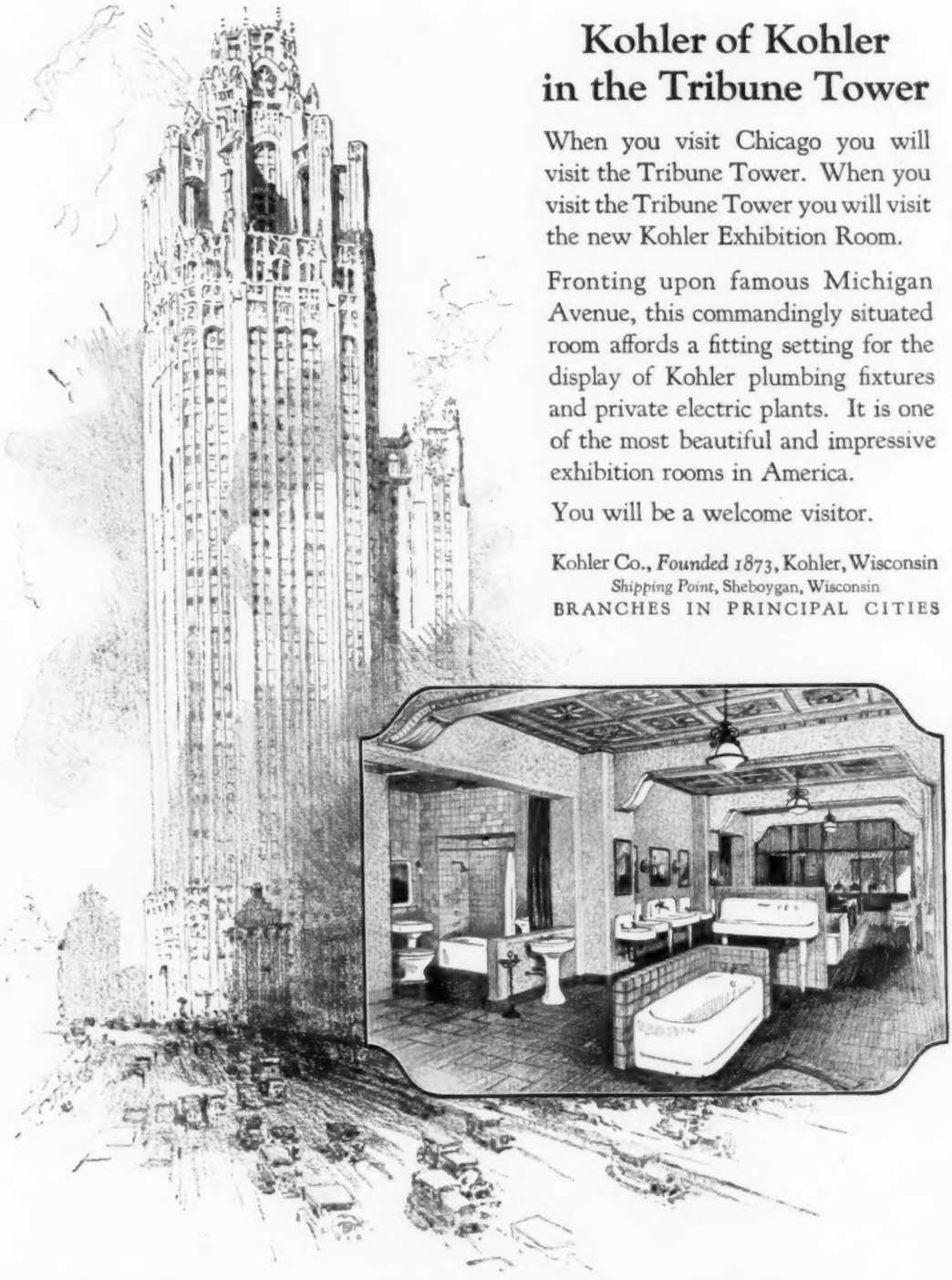
Prices on any of the foregoing roofings will be sent promptly upon request.

EL REY ASPHALT ROOFING PRODUCTS

LOS ANGELES PAPER MFG. CO.

1633 No. San Pablo St. Los Angeles, California

2-426



Kohler of Kohler in the Tribune Tower

When you visit Chicago you will visit the Tribune Tower. When you visit the Tribune Tower you will visit the new Kohler Exhibition Room.

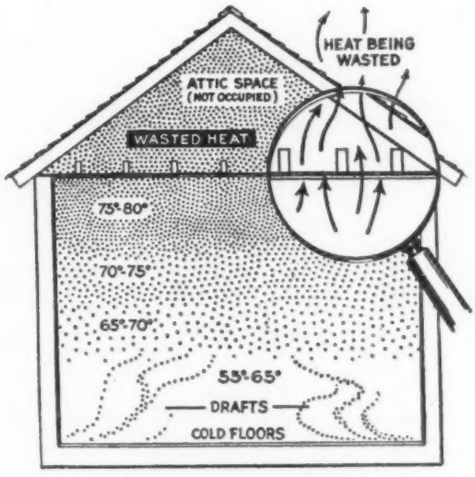
Fronting upon famous Michigan Avenue, this commandingly situated room affords a fitting setting for the display of Kohler plumbing fixtures and private electric plants. It is one of the most beautiful and impressive exhibition rooms in America.

You will be a welcome visitor.

Kohler Co., *Founded 1873*, Kohler, Wisconsin
Shipping Point, Sheboygan, Wisconsin
BRANCHES IN PRINCIPAL CITIES

KOHLER OF KOHLER
Plumbing Fixtures

Economical Ceiling Insulation Is Important

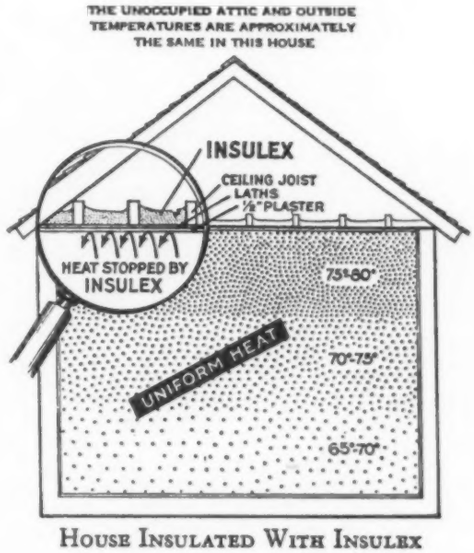


UNINSULATED HOUSE

NEARLY 60 per cent of the heat supplied by the furnace in the average residence is wasted. Nearly all of it passes through the thin plastered ceiling and on out through the roof and ventilators. In summer the heat of the sun easily penetrates, making the rooms hot and stuffy.

Most insulating materials, on account of cost, are prepared in sheets too thin to give effective insulation. BULK THICKNESS is one of the greatest requirements of insulating effectiveness.

EMPIRE INSULEX possesses all the qualities of an ideal insulator. It is extremely light in weight. Being a mineral compound—gypsum—it is fire-proof, decay-proof, vermin-proof. It comes in powdered form and is simply mixed with water and poured in place, forming a tight, strong product containing millions of tiny aircells. Its cost in place is much less than sheet or roll material; ITS INSULATING VALUE MUCH HIGHER.



HOUSE INSULATED WITH INSULEX

EMPIRE
INSULEX
GYPSUM-AIRCELL-INSULATION

Manufactured by

PACIFIC PORTLAND CEMENT COMPANY, CONSOLIDATED

Los Angeles · San Francisco · Portland, Ore.

HOCKADAY

THE WASHABLE PAINT FOR ALL INTERIORS

The WALLMARK of Quality

There is an unquestionable distinction about a Hockadayed wall surface that has made it the quality favorite among large users of paint for the last 15 years. This distinction is apparent from the first day the wall is Hockadayed. The usual accumulation of dirt and grime that collects at once on the walls of every city building is, for a time, unnoticeable. There is no place for it to take hold on Hockaday's glasslike surface. What dirt *is* able to cling is washed off at intervals, and Hockaday's original lustre beams forth in its former freshness. Beside being washable, Hockaday prevents limeburn and consequent checking and cracking. It preserves a plastered wall for years of service, and allows a generous discount in the amount laid aside for maintenance. That's why we say, "Hockaday is the Wallmark of Quality."

THE HOCKADAY COMPANY
1823-1829 Carroll Avenue, CHICAGO

The Hockaday Co. of San Francisco,
76-78 Eighth Street,
San Francisco, Cal.

Los Angeles Hockaday Co.,
420 Douglas Building,
Los Angeles, Cal.

D. E. Fryer Co.,
Seattle, Tacoma, Spokane
and Portland

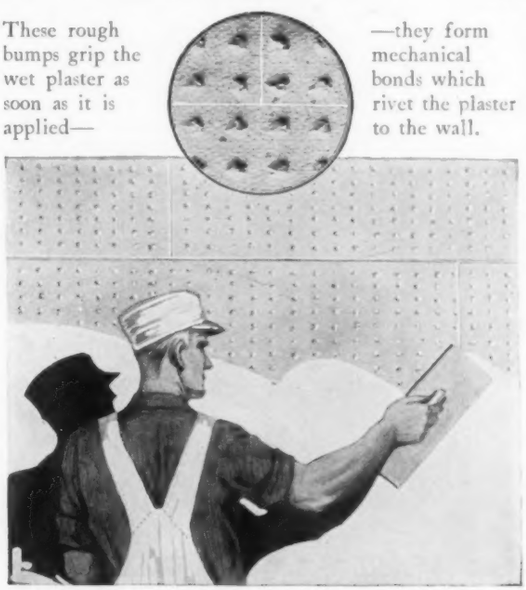
Book Tower Building, Detroit
Louis Kamper, Architect
William Wright Co.
Painting Contractor

You can see this demonstration in your own office, if skeptical. A postcard to us brings the Hockaday salesman to you.

A Distinct Type of Plaster Base

—*Not a substitute for Wood Lath or Metal Lath*

Buttress Plaster Lath is made of gypsum rock plaster — recognized everywhere as the ideal material for plastering, both from a standpoint of economy as well as utility — because it is sound deadening, fire resistive, an insulator against heat and cold, and extremely durable. In manufacturing this lath, the gypsum plaster is compressed for strength between two sheets of tough, heavy paper — specially processed on one side with rough bumps which grip the wet plaster and rivet it to the wall in an unbreakable grip.


These rough bumps grip the wet plaster as soon as it is applied—
—they form mechanical bonds which rivet the plaster to the wall.

BUTTRESS PLASTER LATH

is 16x48 inches in size and spreads over four studs, permitting an efficient breaking of joints and acting as a splendid bracing for the framework of the building. Its size also makes it easy for the lather to apply it swiftly and thereby speed up construction.

Makes Walls and Ceilings of Enduring Charm

Because of the unusual construction of this "solid" lath any plasterer can make an absolutely smooth surface with less hard work than formerly. It does not absorb moisture and therefore dries out evenly. It will not leave a spotted surface even in the driest weather. Also, because it is thoroughly "cured" in the manufacturing process, Buttress Plaster Lath never buckles or shrinks after being applied and thereby prevents the appearance of unsightly cracks in the walls, ceilings and corners.

SOLD BY ALL BUILDING MATERIAL DEALERS

Write for Free Sample and Descriptive Circular About Buttress Plaster Lath

Buttress Manufacturing Co.

6910 South Alameda Street

Los Angeles California

BUTTRESS B PLASTER LATH

3-426

RAYMOND GRANITE CO.
RAYMOND GRANITE

Trade Mark Registered

More and more, the finer buildings of the West are being built of

RAYMOND GRANITE

RAYMOND GRANITE is quarried at Knowles, California, where exists one of the largest deposits of this high grade granite in the world.

The Raymond Granite Company is the only company dealing in the trade marked RAYMOND GRANITE. It is the largest and oldest company of its kind in the West.

RAYMOND GRANITE COMPANY
INCORPORATED
CONTRACTORS
GRANITE · STONE · BUILDING · MEMORIAL
3 POTRERO AVENUE, SAN FRANCISCO
1350 PALMETTO STREET, LOS ANGELES

MONTHLY BULLETIN, A. I. A.

[Concluded from page 45]

architectural practice on important work in the San Francisco district, applying himself conscientiously, cheerfully and enthusiastically at all times, although handicapped in later years by poor health. Continued or greater achievement was prevented by his premature death at the age of forty-seven years.

The members of the San Francisco Chapter, A. I. A., extend to his widow and immediate family their sincere sympathy.

Committee:
WILL G. CORLETT,
HARRIS C. ALLEN.

The report of the Committee on Resolutions on the death of the late Sylvain Schnaittacher was presented by Mr. Faville and adopted by the Chapter, as follows:

Elected to membership in The American Institute of Architects in 1905.

Died in San Francisco February 11, 1926.

In the death of Sylvain Schnaittacher the City of San Francisco has lost a notable figure from the architectural profession.

Born November 30, 1874, in the city which he loved so well, he received his training in its Grammar and High Schools and at the Mark Hopkins Institute of Art. He entered the office of A. Page Brown for practical experience, and before beginning his independent practice spent a year in European travel and architectural study.

Among the buildings of note designed and erected by him may be listed Paige Motor Car Company Building, Argonaut Club Building, Beresford Country Club and many apartment houses. In association with other architects he designed and erected Temple Emanu-El, State Agricultural Building and Mt. Zion Nurses' Home.

He acted as a member of the Jury with Henry Bacon and William Mitchell Kendall for the Capitol Extension Building at Sacramento, California, and as advisor in several important private building competitions.

Ever generous in giving his time to public service, and in the interest of his profession, he served for many years on the Examining Committee for the State Civil Service Commission for the examination of architectural draftsmen, was Secretary of the California State Board of Architecture for sixteen years, Secretary of the San Francisco Chapter of the A. I. A. ten years, and served as its Vice-President, and finally as President during the years 1918-1920. At the time of his death he was a member of the Board of Directors of the American Institute of Architects, with its headquarters at Washington, D. C., acting as Regional Director of the Ninth District.

It is difficult to realize that he is no longer with us, for we always liked him and trusted him and had faith in his wisdom and good sense and stability, and though he achieved distinction in his profession and created many beautiful buildings to testify to his skill, he left to us, besides these, a richer heritage—memories filled with thoughts of his fine qualities and loyalty, mellowed by gracious kindliness. And we shall go forward cherishing in our hearts this heritage.

Committee:
W. B. FAVILLE,
WM. MOOSER.

There being no further business, the meeting adjourned at 9:32 p. m.

Respectfully submitted,
ALBERT J. EVERS, *Secretary*.

Following adjournment, Mr. Wm. B. Faville, F. A. I. A., delivered informally an absorbingly interesting account of his personal experiences and impressions of peoples, manners, customs, art and architecture in France, Italy, Spain and North Africa. He dwelt at some length on the sculpture of Donatello and the stained glass of Chartres Cathedral. During the exposition of Mr. Faville's theme some very unusual photographs of distinguished examples of sculpture and details of architecture, mural painting and stained glass were passed around the table. These served very admirably to illustrate the discussion, but made it difficult to follow the speaker at the same time. It is to be hoped that Mr. Faville will find time to have slides made which will enable him to present his illustrations simultaneous with his very illuminating remarks.

The meeting was considered by all who attended one of the most profitable and enjoyable of recent years.

HEATING, LIGHTING AND POWER

[Concluded from page 55]

There is a considerable saving in first cost in the installation of a gas-fired steam heating boiler for the modern four, six, or eight apartment structure, but the saving in initial outlay is as nothing compared with the saving over a period of years. With the steam piped to every apartment from a central boiler, automatically controlled, the continuous expense of a furnace or heater attendant is eliminated entirely when gas is the chosen fuel.

In the matter of first cost, it has been definitely established that the gas-fired steam heating equipment for such an apartment house is less expensive than with any other type of fuel for the reason that storage space—either surface or underground—for fuel is not required where gas is used. The expensive fireproof room necessary with other fuels is not a legal requirement while otherwise the installation is much the same with gas as with types of steam heating where other fuels are used. In no case is any part of the equipment more expensive with gas. Of course there should be complete insulation of all steam pipes and of the boiler itself as well as the piping to eliminate heat waste and this is good standard practice whatever type of fuel be used. The thoughtful designer abreast of the times is giving more and more care to the insulation of walls, floors and ceilings against heat loss, too.

Then there are apartments which provide the individual vented gas radiators controlled by each tenant and these are popular and satisfactory. But we are here considering the heating problem from a viewpoint of "net income" over a period of years. Since net income depends on gross income and the gross income of such a property depends wholly on "selling" every apartment, whether four, six or eight, to the public, and keeping them "sold", and since uniform, continuous steam heat is the greatest factor in such a sale, it becomes apparent at once that correct heating installation is vital to the success of the property. The prospective tenant wants steam heat. It is almost the first demand made by a rentor.

If the small apartment lacks steam heat, however great its attractions otherwise, the tenant is apt to go where he can get it. Now, thanks to the automatic gas-fired boiler, even the smallest building can have a real steam heating plant, guaranteeing adequate and satisfactory heating, with a low first cost and no expense thereafter for maintenance. With gas, one gets a heating system flexible enough to meet any sudden demands, one that makes the apartment more readily rentable at higher rental, one that gives lasting satisfaction in operation, since it may be lighted at the time of installation and will function automatically for a long period of time thereafter. Certainly every heating requirement of that "net income" bogy has thus been met.

* * *

COURSES IN ARCHITECTURE

As a result of the demand that has been developing during the past few years, courses in architecture, it is announced, are receiving special attention in the plans for the summer session this year at the Carnegie Institute of Technology in Pittsburgh. Under the plans for the coming summer, the Department of Architecture of the College of Fine Arts will give intensive six weeks' courses from June 14 to July 24 to meet the needs of students who desire to continue their work in architecture in the vacation, whether to make up credit, obtain advanced credit, or to prepare themselves better for entrance.

* * *

Angus McL. McSweeney, 3245 Octavia street, has been awarded prizes to the amount of $1,550 in a nation-wide architectural competition for design of fireproof concrete and masonry houses of moderate cost.

Note the Hair-felt Texture of Califelt

It's the Recognized Standard for Acoustical Correction

ARCHITECTS, contractors and acoustical engineers the Nation over recognize hair-felt as the standard material for perfect acoustical correction. That is why the majority of Pacific Coast Architects and Contractors choose Califelt.

Whether school, church, auditorium or smaller buildings—you can make certain of proper acoustics when Califelt is used. Specify it in every building where correct acoustics are essential.

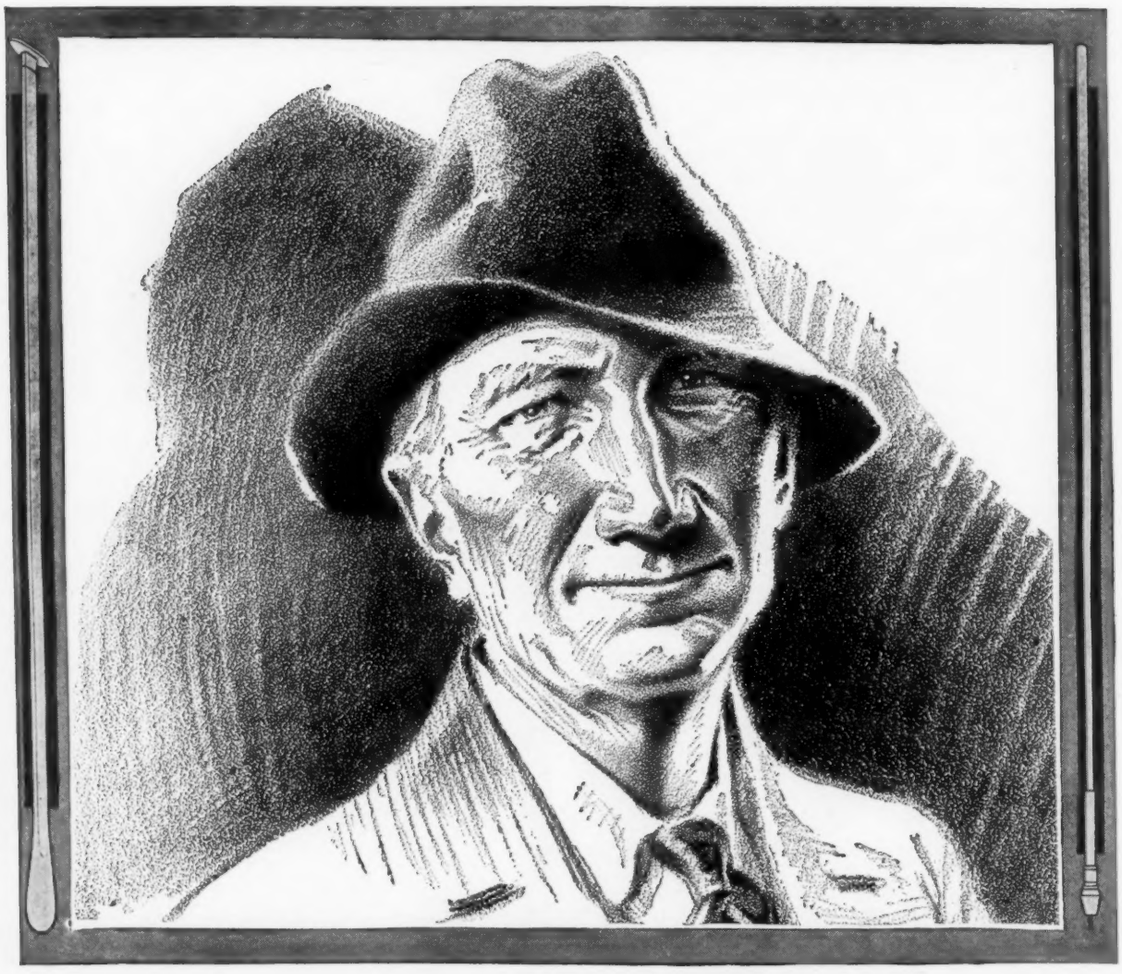
Made in Six Thicknesses

CALIFELT
Insulation Mfg. Co.

1615 McKee St. · Los Angeles, Calif.

San Francisco Branch: 107 Rialto Bldg.

Also Manufacturers of "OZITE"



Introducing "Cal" Pine

"CAL" PINE is official guardian of the grades. He heads the corps of inspectors and mill graders of this association and carries the responsibility of assuring a grade uniformity in an annual cut of a billion and a half feet of lumber.

The uses to which lumber is put are really the determining factors in grading. "Cal" Pine's long and varied experience with many woods in the building field together with his grading and lumber manufacturing experience equip him to discuss your problems intelligently and helpfully.

"Cal" Pine will answer any question concerning the properties, uses and specifications of California White Pine and Sugar Pine. His information is accurate and dependable.

"Cal" Pine in succeeding messages in this magazine will discuss with you the practical uses of these woods. Read his messages, remove them from the magazine and place them in your California Pine Lumber Data Information Folder which we sent you. Send for "Cal" Pine's illustrated grade book—another useful specification reference.

Look for "Cal" Pine's message next month on "Construction"

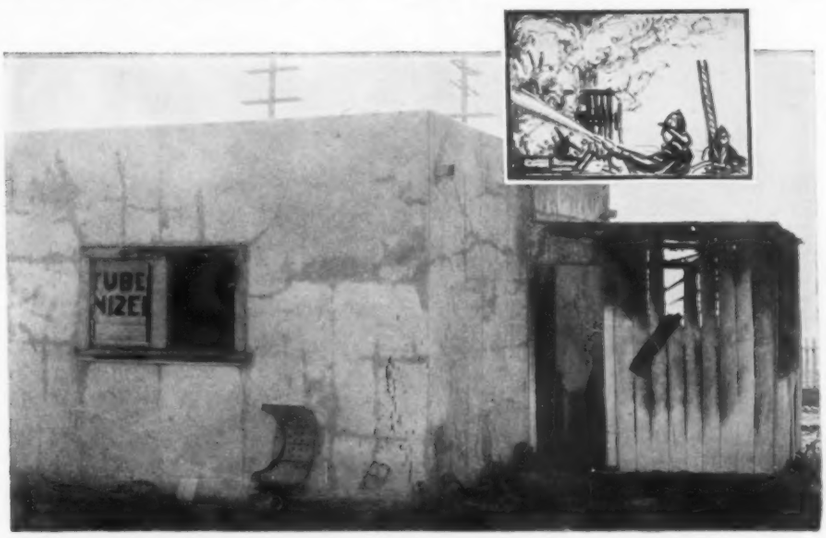
California White and Sugar Pine Manufacturers Association

685 Call Building · San Francisco

Also producers of CALIFORNIA WHITE FIR · CALIFORNIA DOUGLAS FIR · CALIFORNIA INCENSE CEDAR

26

ANOTHER REASON WHY BUTTONLATH CAN GUARANTEE A GOOD JOB



Buttonlath Saved These Walls

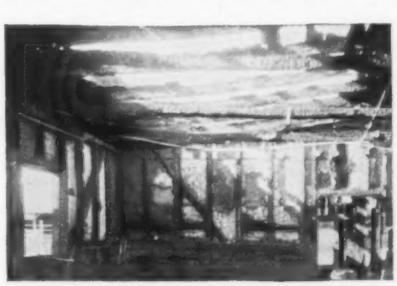
Here is a Fire Test that was not Staged

WITHIN these walls, at 111 Pico Boulevard, Santa Monica, on the night of December 17, 1925, there raged a fire of terrific intensity, fed by hundreds of gallons of oil and other inflammable materials.

Inside, this garage-building was left a gutted wreck. Outside, the walls remained as shown in the picture above. The stucco cracked here and there when the firemen threw their streams of cold water on walls that had been brought almost to a white heat. But in no instance did the stucco fall away from the base, and the resistance to heat and flames was so perfect that the siding on a frame building only a few feet away was not even scorched.

Just a Few Feet Away

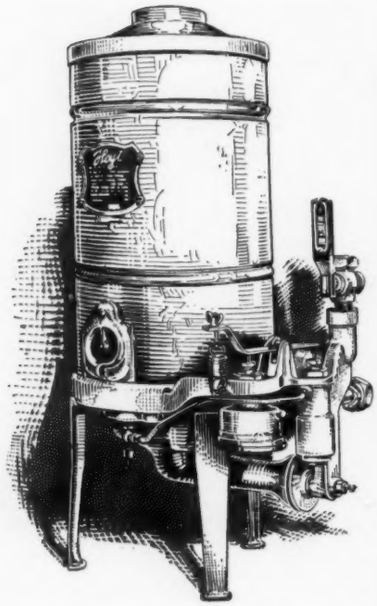
The base for these stucco walls was BUTTONLATH, a *solid* composition plaster lath that is both fire resistant and fire retardent, and which in exterior construction takes the place of both wood sheathing and paper.



Inside the Garage

• • •

BUTTONLATH'S unequalled resistance to both fire and water is another reason why The Buttonlath Manufacturing Co. can unconditionally guarantee a good job of interior plaster or exterior stucco, where Buttonlath is used according to specifications. BUTTONLATH MANUFACTURING CO., 2800 East Vernon Avenue, Los Angeles, California.



Where Every Inch of Space Counts

—Specify "Hoyt"

The new Model 30 Hoyt Heater has been made an attractive fitting for small homes and apartments.

Carefully selected materials, expert workmanship and a rigid system of inspection enable us to produce a heater that is not only low in first cost but will give lasting service for years to come.

Over 40,000 HOYTS giving splendid service on the Pacific Coast

See 20th Edition, Sweet's Architectural Catalog, page 1860.

Hoyt
Automatic
WATER ~ HEATER

HOYT HEATER COMPANY

2146 E. 25th STREET
LOS ANGELES

321 13th STREET
OAKLAND

285 O'FARRELL STREET
SAN FRANCISCO

SECURITY BUILDING
PORTLAND, ORE.

Show Rooms in the Principal Pacific Coast Cities.

The DUNHAM HEATING SERVICE

REG. TRADE MARK

Dunham Traps *for* every need

THERE is a Dunham Thermostatic Trap to fit every steam heating requirement where maximum operating pressure does not exceed ten pounds gauge. Traps Nos. 1 and 2 are used almost exclusively on radiators; the No. 3 Trap on large radiators, as well as on medium size pipe coils, etc. For large pipe coils and for dripping main steam risers and steam mains the Nos. 5 and 6 Traps are the proper size.

The dripping of extremely long runs of large size steam mains or of main steam risers in tall buildings is best handled by Dunham Float and Thermostatic Traps. Information on request.

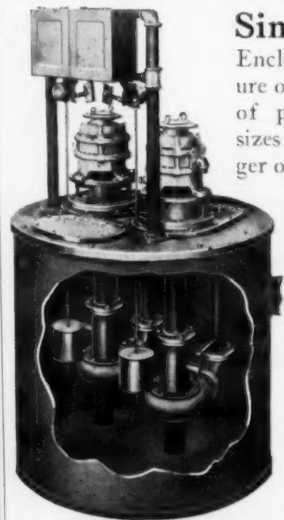
The first Thermostatic Radiator Trap was a Dunham. The best trap today still bears this name.

Over sixty branch and local sales offices in the United States and Canada bring Dunham Heating Service as close to your office as your telephone. Consult your telephone directory for the address of our office in your city.

C. A. Dunham Co.
Dunham Building
450 E. Ohio St. Chicago

The Dunham Radiator Trap meets the dimensions approved by the Standardization Committee of the Heating and Piping Contractors National Association.

WET PIT SUMP *or* SEWAGE EJECTOR



Single or Duplex

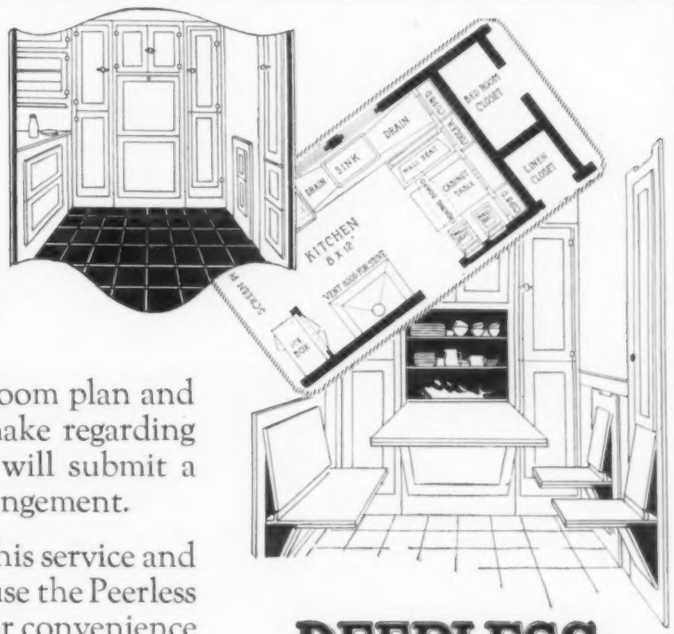
Enclosed runners are a feature of this pump. Given sizes of pumps will pass given sizes of solids without danger of clogging. Sewage does not come in contact with shaft, due to surrounding column which also supports weight of pump and keeps it in alignment. Bearings are lubricated from surface. The space below lower bearing is so ported that sewage cannot get into the bearing.

BYRON JACKSON
PUMP MFG. CO.
BERKELEY, CALIFORNIA

Los Angeles--412 So. San Pedro.
Visalia, California
Salt Lake City--149 W. Second St.
Portland, Ore.--408 Lumber Ex. Bldg.
Phoenix, Ariz.--313 Luhrs Bldg.
Chicago--2643 W. Monroe St.

Announcing—

New Kitchen Plans Service



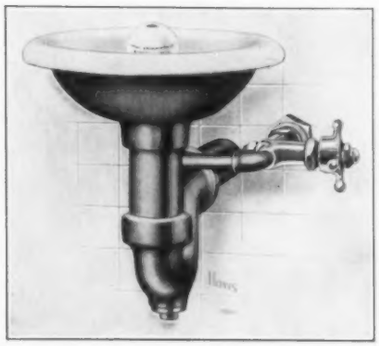
We now have a department to prepare complete kitchen plans for homes or apartments.

Just send us a sketch of the room plan and any suggestions you wish to make regarding special requirements and we will submit a carefully planned kitchen arrangement.

There is no cost whatever for this service and no obligation on your part to use the Peerless fixtures specified, although their convenience and very high quality will commend them to you.

Use this service!

PEERLESS
Built-in Furniture
Manufactured by
BUILT-IN FIXTURE CO.
2608 San Pablo Avenue, Berkeley, Calif.

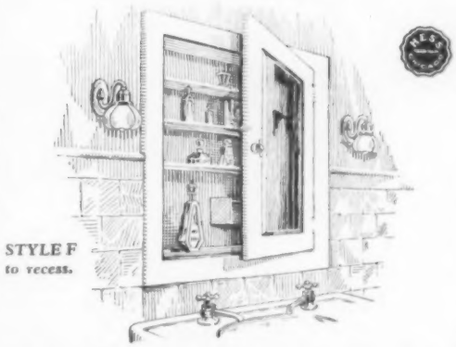


Haws Model No. 9

There is a HAWS Model for every architectural purpose

HAWS SANITARY DRINKING FAUCET COMPANY 1808 HARMON ST. BERKELEY, CAL. U.S.A.

HESS CABINETS and MIRRORS
Snow-White Steel



Durable - Sanitary - Beautiful

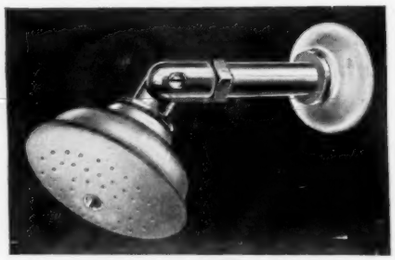
THE finest bathrooms are improved by Hess Steel Cabinets and Mirrors. They retain their beauty forever—clean as easily as china. They never warp, swell, nor open at joints. Doors never sag nor bind. Made of smooth annealed steel, pressed, welded into seamless form, and finished with several coats of snow-white enamel, separately baked and hand rubbed to a satin finish.

Write for catalogue; or See Sweet's Index.
HESS WARMING & VENTILATING CO.
Makers of Hess *Welded Steel* Furnaces.
1218 S. Western Avenue, Chicago

Another BEAR BRAND
Removable Face
You can clean it!
China Shower Head Combination

4-inch Size

Same high grade construction as in the 5-inch White Bear Shower Head Combination that we have been manufacturing for several years. Correspondingly lower cost.



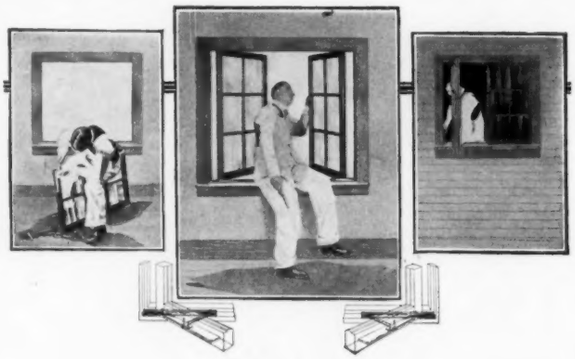
Catalogue and descriptive matter on BEAR BRAND BRASS GOODS gladly furnished on request.

Fig. 18

ALSO FURNISHED WITH BAKED WHITE ENAMELED SWING JOINT AND SHOWER ARM WITHOUT INCREASE IN PRICE. (Fig. 18-A)

STANDARD BRASS CASTING COMPANY, *Manufacturers of High Grade Plumbing Brass Goods*

THIRD AND JEFFERSON STREETS, OAKLAND, CALIFORNIA



CASEMENT WHITCO HARDWARE

It is easily and quickly applied to single sash, pairs of sash and to multiple sash and wide openings without mullions. When installed it is entirely concealed. . .

WHITCO is manufactured in solid brass and rustproof steel, brass trimmed. It is inexpensive and the labor cost of installation is much less than when any other type of hardware is used.

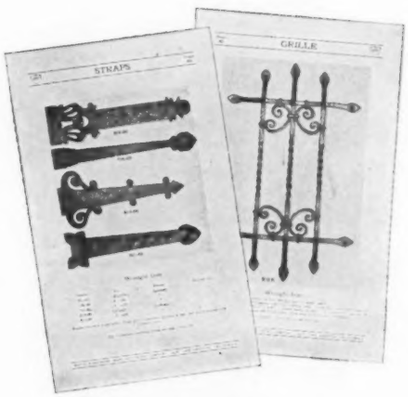
You can buy WHITCO *from your retail dealers in builders' hardware.*

SEE OUR CATALOGUE IN SWEETS

VINCENT WHITNEY COMPANY
MANUFACTURERS HARDWARE SPECIALTIES

Western Offices:
365 Market St., San Francisco - 1868 Lemoyne St., Los Angeles

Eastern Offices:
636-645 Massachusetts Trust Building, Boston



Have You Received Your Copy?

If you are a registered architect a copy of this de luxe catalog is reserved for you. Please Mail this Coupon

EARLE
HARDWARE MFG. CO.
LOS ANGELES, CALIF.

Two Pages

from the Book of Fine Hardware as California Does It

There are 153 other pages equally interesting...filled with condensed information, illustrations, technical data, about preferred period hardware, created for homes designed by George Washington Smith and other Coast Architects whose work is known the world over.

Earle Hardware Mfg. Company
2369 East 51st St., Los Angeles

Please send me a copy of your new catalog for my files.

Name .....

Address .....

¶ "And remember, always, that each individual project where an architect has specified our products, is a definite obligation on all of us to follow the work through to a successful completion."*

¶ When honestly made materials are placed in the hands of competent mechanics, and the work of application is "followed through" under ideals like the above, is it not highly probable that Quality and Satisfaction will prevail? The constant increase in number of our friends and in volume of business answers this query in an emphatic affirmative.

*From a recent talk by the head of our organization to the Architects' Service Department.

Find out what we mean by "obligation to the architect" —the first step is to request your copy of the "Specification Manual."

OAKLEY PAINT MANUFACTURING CO.
715-737 Antonia Street · Los Angeles

Makers of Better
Paints, Varnishes
Stains and Enamels

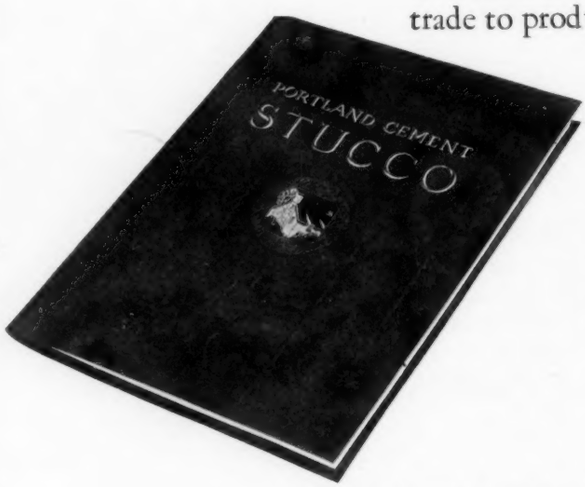
Originators of
The Oakley System
of Wall Painting

New Book Shows Advance of Color and Texture in Portland Cement Stucco

NO medium of architectural expression has played a more important part in helping to develop a new appreciation of beauty in American home building than portland cement stucco.

Our new book contains eleven full-page color plates faithfully reproducing colors and textures possible only with portland cement stucco.

Each step in the technique of application is shown, together with simple directions which will enable any workman in the plastering trade to produce the tint and texture desired.



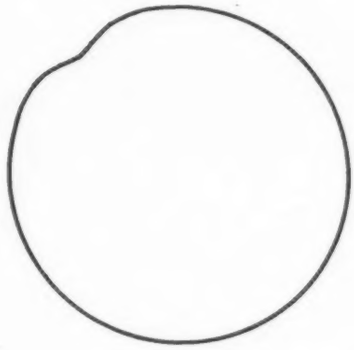
We are mailing complimentary copies of "Portland Cement Stucco" to architects. If you haven't a copy, we will gladly send you one on request. A word to the nearest office listed below will bring it by return mail.

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

ATLANTA	COLUMBUS	INDIANAPOLIS	MINNEAPOLIS	PARKERSBURG	SAN FRANCISCO
BIRMINGHAM	DALLAS	JACKSONVILLE	NASHVILLE	PHILADELPHIA	SEATTLE
BOSTON	DENVER	KANSAS CITY	NEW ORLEANS	PITTSBURGH	ST. LOUIS
CHARLOTTE, N. C.	DES MOINES	LOS ANGELES	NEW YORK	PORTLAND, OREG.	VANCOUVER, B.C.
CHICAGO	DETROIT	MILWAUKEE	OKLAHOMA CITY	SALT LAKE CITY	WASHINGTON, D. C.

The Flaw in the Circle . . . *the spot your Eye rests on!*



The maker of this circle may well say: "There is nothing *radically* wrong with it . . . . it is 98 per cent perfect."

There may be nothing radically wrong with a building in which plaster defects occur. Yet defective plastering, like the flaw in the circle, is the very first thing to attract the eye. Slight irregularities in surfaces, untrue angles and corners may very easily give an appearance of imperfection to a whole wall or room.

Because plastering *is* so important not only in itself but as a criterion by which concealed values in a building are judged, experienced architects find it wise to assure *good* plastering, by advising their client that it is genuine economy to allow enough money to cover first-class work, and warning them not to yield, under any condition, to the lure of a too-low plastering bid that means a skimped, hurried job.

When "Lifetime Plastering" meant exactly that—

"LIFETIME PLASTERING" can be secured with the ... same certainty today, by the builder who is willing to pay a fair price for skill and conscientious workmanship.

Materials and methods have been improved, today's plasterer has the experience of more than forty centuries to guide him. Good plastering is one of the surest things to buy in building.

But in plastering, as in any seller, commodity or service you buy, you get what you pay for. Consider this fact when you invite bids for your plastering. Do not too quickly conclude that the lowest bid is the wage commanded, for experience proves that it very rarely is.

In the Cause of Good Plastering

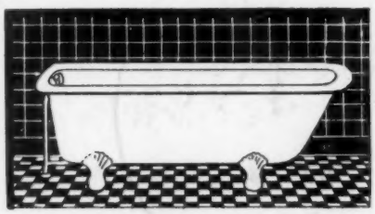
At the left is a typical advertisement (very much reduced) from a $25,000 educational campaign, sponsored by Blue Diamond Company, devoted to selling the idea of good plastering to the building public. These advertisements contain volumes about plastering, and not one word about plaster. A portfolio of the complete series will gladly be mailed to any interested architect.

The Blue Diamond Company

Producers and Manufacturers of Quality Fireproof Building Materials

Los Angeles

Here is an inexpensive bath . . . . . for inexpensive homes, flats and apartments



WARNING! The roll-rim type of bath illustrated above must not be "built-in" with tile or composition as this voids the manufacturer's guarantee. Such an installation is almost certain to ruin the bath because the composition material draws and chips the porcelain. The "California" bath is the only one designed for "building-in" and the "Fresno" gives a tight fit to walls and floor without "building-in" expense. Ask your Plumbing Contractor.

Where you want a bath tub that is "built-in" to walls and floor—and the budget isn't big enough to allow the more expensive "Catalina" or "California" baths —then specify this Washington Guaranteed "Fresno" bath.

—because it gives you an inexpensive yet thoroughly sanitary installation. Dirt and water can't seep under the tub to leak through the floor.

—because it is more easily removed in case of damage by careless tenants.

—because you save the expense of tiling in the front, as the "Fresno" bath is designed to be built-in only on sides and back.

—because if you specify the Washington "Fresno" bath your Plumbing Contractor gives you a written guarantee agreeing to replace free of charge any Washington fixture which develops any factory defect after installation.

Washington Guaranteed Fixtures are sold only by Plumbing Merchants

Illustrating Washington 5′ "Fresno" Corner Bath (also made for recess), "Imperial" Pedestal Lavatory, 20″ x 24″, and "Jose" Syphon Jet Closet Combination.

Washington Iron Works, Gen'l Offices, 1141 Mateo St., Los Angeles. Seattle Office, 330 Central Bldg. San Francisco Office, 681 Market St.

RECORDER PRINTING AND PUBLISHING CO., SAN FRANCISCO
PLATES BY GRAPHIC ARTS ENGRAVING CO., SAN FRANCISCO